

V O L U N T E

A D V A N C E T R A D E E D I T I O N

See section opposite page 76

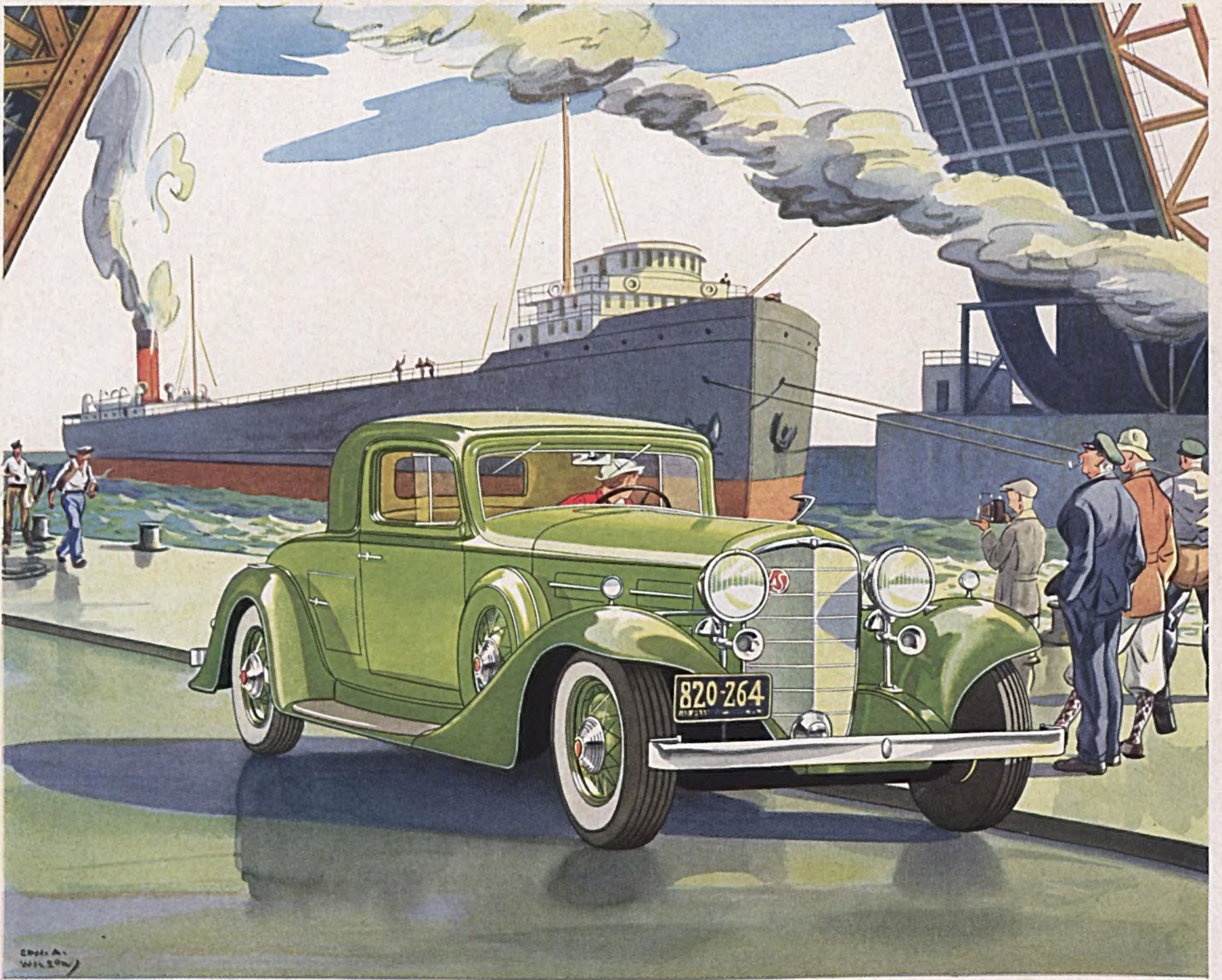


BEAUTY NUMBER

JULY 1, 1933  
PRICE 35 CTS.  
© THE CONDE NAST PUBLICATIONS INC.

JULY 1, 1933  
35 CENTS A NUMBER





The Coupe, \$2245, f.o.b. Detroit—5 wire wheels standard—G.M.A.C. terms available

TO THOSE WHO *MIGHT* HAVE OWNED A LA SALLE  
 . . . for just a trifle more!

There is one revealing distinction which belongs to La Salle alone among all the cars of its price: it is impossible to conceive of a place or an event where La Salle would not be adequate to the occasion. You can call the entire roll of American watering places—and you can add a formal engagement at the Waldorf or the Ritz—and at never a place would you hesitate to meet the doorman's scrutiny through the window of your La Salle. . . . Nor would you *expect* anything else, once you had comprehended the La Salle tradition. For La Salle came out of Cadillac—and bore, from the very date of its introduction, the unimpeachable hallmark of

Cadillac prestige. . . . And thus it is that a new La Salle is such a wise investment. For, superimposed upon its matchless quality and its incomparably delightful performance, is the very tangible value of a car that really "belongs." . . . There's a lesson here, most obviously, for those who pay the price of La Salle—but fail of La Salle's prestige. And we think there's a moral *equally* strong for those who *might* have owned a La Salle for just a trifle more. . . . When the time arrives for you to decide once more on a motor car, we hope you'll remember and act upon this undeniable fact—you'll never encounter a place on earth too smart for a La Salle.

*La Salle v.8*

• A GENERAL MOTORS VALUE •





# TIFFANY & Co.

JEWELERS SILVERSMITHS STATIONERS



*Silverware  
Made by Tiffany & Co.  
is Unobtainable Elsewhere*

MAIL INQUIRIES RECEIVE PROMPT ATTENTION

FIFTH AVENUE & 37<sup>TH</sup> STREET  
NEW YORK

PARIS

LONDON



# This new discovery throws fresh light on enriching skin's allure

a new facial cream . . . based on a  
different principle . . . contains a unique  
substance . . . try this and get your full  
money back unless you are thrilled

PEPSODENT JUNIS FACIAL CREAM is the result of an idea. It is this! We began, as laboratories usually do, with the simplest fundamentals. We studied the skin itself.

Skin contains a natural softening substance which seems to give alluring freshness. That substance is abundant in the young skin. It is lacking in the old. It is essential to every living cell.

After long and painstaking research, we discovered a source from which this substance or material could be obtained. We searched the markets of the world for enough to meet our needs. We purchased practically the world's supply. Eighteen months elapsed before we had enough to start distribution to the public.

Chemists do not know its exact composition, so we call this substance *Sebisol* as our trade identification.

**Sebisol — fascinating, lustrous, brilliant**  
*Sebisol* is fascinating in appearance. Lustrous, brilliant crystals, sparkling like radiant snow flakes — that is the refined product after endless purifying methods. Such is *Sebisol* — the natural substance of your own body, of your own skin.

We put *Sebisol* in Pepsodent Junis Cream in generous amounts. We tested its action in the laboratory. Women tested it at home. What happened? What action took place among the skin cells a hundred times smaller than the eye can see? That is something science cannot answer, nor can we answer why certain results were obtained. But women can tell you of their experience. And that is what you want to know.

Through the use of Pepsodent Junis Cream we have seen skin grow softer, smoother, lovelier within a fortnight. The results reported were gratifying beyond our expectations.

#### Unlike any other cream

Whether it was the *Sebisol* or the other ingredients in Pepsodent Junis Cream that brought these inspiring results, we can not say. But we *do* say that the formula of Junis Cream as a whole, including *Sebisol*, has resulted in a facial cream that has proved unique to most women who have tried it.

We want YOU to try it on your own type of complexion, whether dry or oily. We want you to see for yourself what this remarkable product does for you. That is the only way to test any product.

#### You need no other cream

We believe Junis is correct scientifically and is the only cream you need for your complexion. Use it for cleansing, as a night cream, as a powder base. After one test you will see why it serves a triple purpose.

Junis Cream contains no wax, no paraffin — as do many other leading cold creams. For wax or paraffin may clog the pores.

#### All your money back unless you are thrilled

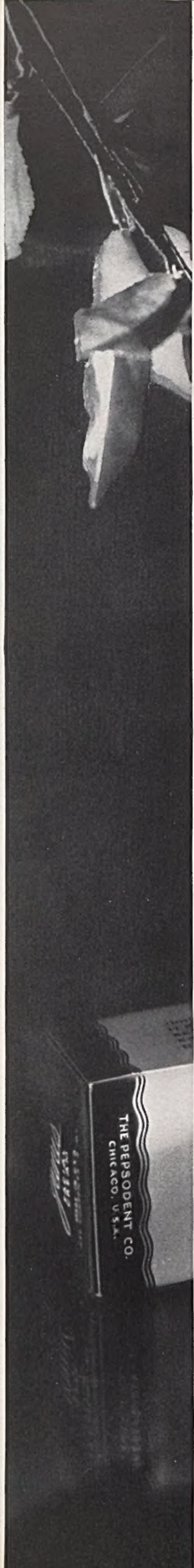
We ask you to try one tube or jar of Pepsodent Junis Cream, at our risk, not yours. If you are not delighted with the results, send us the empty tube or jar and we will send you back the full amount you paid.

You alone are to be the judge. Your opinion is to be final. Junis Cream must thrill you or cost you nothing.

THE PEPSODENT CO., Chicago

© The Pepsodent Co. 1933

JUNIS CREAM IS A PEPSODENT PRODUCT







PEPSODENT  
A  
PRODUCT

PEPSODENT  
*A*  
FACIAL  
CREAM

PEPSODENT  
A  
PRODUCT

PEPSODENT  
FACIAL  
CREAM

*A*

PEPSODENT

PEPSODENT  
*A*  
FACIAL  
CREAM



# Vogue Patterns

by their constantly-growing sales,  
prove what we have always known—  
there is no substitute for good taste.

- ALABAMA**  
BIRMINGHAM  
Pizitz,  
Burger-Phillips Co.  
MONTGOMERY  
Montgomery Fair  
TUSCALOOSA  
Louis Wiesel, Inc.
- ARIZONA**  
PHOENIX  
Korrick's Dry Goods  
Company  
TUCSON  
Albert Steinfeld &  
Company
- ARKANSAS**  
LITTLE ROCK  
The Gus Blass Co.
- CALIFORNIA**  
ALAMEDA  
Königshefer's  
ALHAMBRA  
Krause's Department  
Store  
BAKERSFIELD  
Malcolm Brock Co.,  
Redlick Mercantile Co.  
BERKELEY  
J. F. Hink & Son,  
Incorporated  
BURLINGAME  
Levy Bros.  
FRESNO  
Radin & Kamp, Inc.,  
Cooper's  
GLENDALE  
H. S. Webb & Co.  
HOLLYWOOD  
Robertson's,  
The Broadway Holly-  
wood  
LONG BEACH  
Buffums  
LOS ANGELES  
J. W. Robinson Co.,  
Bullock's,  
The May Company,  
Broadway Department  
Store, Incorporated  
MODESTO  
Latz's Dept. Store  
OAKLAND  
The H. C. Capwell  
Company,  
Capwell, Sullivan &  
Furth,  
B. F. Schlesinger &  
Son, Incorporated  
PALO ALTO  
J. F. Hink & Son,  
Incorporated  
PASADENA  
Dunning's Silk Store  
POMONA  
Orange Belt  
Emporium  
RIVERSIDE  
G. Rouse & Co.  
SACRAMENTO  
Weinstock Lubin &  
Company,  
Hale Bros., Inc.,  
9th & K Sts.  
SAN BERNARDINO  
The Harris Company  
SAN DIEGO  
The Marston Company,  
Dunning's Silk Store  
SAN FRANCISCO  
The White House,  
Raphael Weill & Co.,  
City of Paris,  
The Emporium,  
O'Connor, Moffatt &  
Company  
SAN JOSE  
O. A. Hale & Co.  
SAN MATEO  
Levy Bros.  
SAN RAFAEL  
Albert's, Inc.  
SANTA ANA  
Rankin Dry Goods  
Company  
SANTA BARBARA  
Trenwith's, Inc.  
SANTA MONICA  
H. C. Hershey Co.  
SANTA ROSA  
The White House,  
W. R. Carithers &  
Sons, Incorporated  
STOCKTON  
Smith & Lang
- COLORADO**  
BOULDER  
The White-Davis  
Mercantile Company  
COLORADO SPRINGS  
Giddings, Inc.  
DENVER  
The Joslin Dry Goods  
Company,  
The Denver Dry  
Goods Company,  
Daniels & Fisher,  
The May Co.
- CONNECTICUT**  
BRIDGEPORT  
The D. M. Read Co.  
DANBURY  
John McLean, Inc.  
GREENWICH  
The Charles N. Mead  
Company  
HARTFORD  
Sage-Allen & Co.,  
Incorporated,  
G. Fox & Company  
MERIDEN  
The Ives, Upham &  
Rand Company  
MIDDLETOWN  
The James H. Bunce  
Company  
NEW BRITAIN  
Davidson & Leventhal  
NEW HAVEN  
The Edw. Malley Co.  
SOUTH  
MANCHESTER  
Cheney Brothers  
STAMFORD  
The C. O. Miller Co.  
WATERBURY  
The Miller & Peck  
Company
- DELAWARE**  
WILMINGTON  
Crosby & Hill Co.
- DISTRICT OF COLUMBIA**  
WASHINGTON  
Woodward & Lothrop,  
Lansburgh & Bro.,  
S. Kann Sons Co.
- FLORIDA**  
JACKSONVILLE  
Cohen Bros.  
LAKELAND  
The Silk Shoppe  
MIAMI  
Burdine's, Inc.  
ORLANDO  
Dickson-Ives Co.  
ST. PETERSBURG  
The Wilson Chase  
Company  
TAMPA  
Maas Brothers,  
O. Falk's Department  
Store  
WEST PALM BEACH  
Hatch's, Incorporated
- GEORGIA**  
ALBANY  
R. L. Jones Co.  
ATLANTA  
Davison-Paxon Co.,  
Rich's, Inc.  
AUGUSTA  
J. B. White & Co.  
COLUMBUS  
J. A. Kirven Co.  
MACON  
The Union Dry Goods  
Company  
SAVANNAH  
Morrison-Sullivan  
Dry Goods Co.
- IDAHO**  
BOISE  
The Falk Merc. Co.
- ILLINOIS**  
BLOOMINGTON  
Mayer Livingston &  
Company  
CHAMPAIGN  
G. C. Willis  
CHICAGO  
Carson Pirie Scott  
and Company,  
Marshall Field &  
Company,  
Chas. A. Stevens &  
Brothers,  
Zax Brothers, 1307-09  
E. 63rd Street  
DANVILLE  
Straus & Louis  
Company  
DECATUR  
William Gushard  
Company  
ELGIN  
Ackermann Bros.  
EVANSTON  
Lord's,  
Marshall Field &  
Company  
FREEPORT  
F. A. Read Co.  
OAK PARK  
Marshall Field &  
Company  
OTTAWA  
L. M. Lucey & Co.  
PEORIA  
Block & Kuhl Co.  
ROCKFORD  
D. J. Stewart & Co.
- INDIANA**  
BLOOMINGTON  
Breedon & Co.  
EVANSVILLE  
John F. Stephens,  
Incorporated  
INDIANAPOLIS  
L. S. Ayres & Co.,  
H. P. Wasson and  
Company  
SOUTH BEND  
The Ellsworth Store  
TERRE HAUTE  
The Root Dry Goods  
Company
- IOWA**  
AMES  
The Tilden Store  
Company  
CEDAR RAPIDS  
The Killian Company  
DAVENPORT  
Peterson-Harned-Von  
Maur  
DES MOINES  
Yunker Brothers,  
Incorporated
- KANSAS**  
HUTCHINSON  
The Pegues-Wright  
Company  
LAWRENCE  
Weavers  
TOPEKA  
The Crosby Brothers  
WICHITA  
The Geo. Innes Co.
- KENTUCKY**  
FRANKFORT  
W. S. Farmer & Son  
LEXINGTON  
Wolf-Wile Co.  
LOUISVILLE  
The Stewart Dry  
Goods Company  
PADUCAH  
The E. Guthrie Co.
- LOUISIANA**  
NEW ORLEANS  
D. H. Holmes Co.,  
Limited
- MAINE**  
PORTLAND  
Porteous, Mitchell &  
Braun Co.
- MARYLAND**  
BALTIMORE  
Hutzler Brothers Co.,  
O'Neill & Company,  
Incorporated,  
Stewart & Co.,  
Hochschild, Kohn &  
Company  
FREDERICK  
C. Thomas Kemp  
HAGERSTOWN  
Leiter Brothers
- MASSACHUSETTS**  
ATTLEBORO  
Fine's  
BOSTON  
R. H. Stearns Co.,  
Jordan Marsh Co.,  
R. H. White Co.,  
C. F. Hovey Co.
- LOWELL**  
The Bon Marché D.  
G. Company  
PITTSFIELD  
England Brothers,  
Incorporated  
SALEM  
William G. Webber  
Company  
SPRINGFIELD  
Forbes & Wallace,  
Incorporated,  
Meekins, Packard &  
Wheat, Inc.  
WORCESTER  
Slocum's Silk Store,  
Denholm & McKay  
Company
- MICHIGAN**  
ANN ARBOR  
Wm. Goodyear & Co.  
BATTLE CREEK  
L. W. Robinson Co.  
DETROIT  
The J. L. Hudson Co.
- MICH. (Cont.)**  
GRAND RAPIDS  
Wurzberg Dry Goods  
Company,  
Herpolzheimer Co.  
KALAMAZOO  
Gilmore Bros.  
LANSING  
J. W. Knapp Co.  
SAGINAW  
Wm. C. Wiechmann  
Company
- MINNESOTA**  
DULUTH  
Duluth Glass Block  
Store Co.  
MINNEAPOLIS  
The Dayton Company,  
L. S. Donaldson Co.  
ST. PAUL  
Schunemans &  
Mannheimers,  
The Golden Rule  
WINONA  
H. Choate & Co.
- MISSISSIPPI**  
BILOXI  
W. V. Joyce Co.  
GREENWOOD  
F. Goodman Dry Goods  
Co.  
JACKSON  
R. E. Kennington Co.  
LAUREL  
R. C. Gaddis Co.
- MISSOURI**  
KANSAS CITY  
John Taylor Dry  
Goods Company,  
Emery, Bird, Thayer  
Dry Goods Company  
SEDALIA  
C. W. Flower Dry  
Goods Company  
SPRINGFIELD  
The Heer Stores Co.  
ST. JOSEPH  
The Townsend, Wyatt  
& Wall Dry Goods  
Company  
ST. LOUIS  
Stix, Baer & Fuller  
Dry Goods Co.,  
Scruggs-Vandervoort-  
Barney Dry Goods  
Company,  
Famous & Barr Co.
- MONTANA**  
BILLINGS  
The D. J. Cole Co.  
HELENA  
Fligelman's — New  
York Store  
MISSOULA  
Missoula Mercantile  
Company
- NEBRASKA**  
HASTINGS  
Stein Bros. Co.  
LINCOLN  
Miller & Paine,  
Gold & Co.  
OMAHA  
Thomas Kilpatrick &  
Company,  
J. L. Brandeis &  
Sons
- NEVADA**  
RENO  
Gray, Reid, Wright  
Company
- NEW HAMPSHIRE**  
MANCHESTER  
James W. Hill Co.
- NEW JERSEY**  
ASBURY PARK  
Steinbach Company  
ATLANTIC CITY  
M. E. Blatt Co., The  
Department Store of  
Atlantic City  
EAST ORANGE  
R. H. Muir, Inc.,  
B. Altman & Co.  
ELIZABETH  
Wolper's  
MONTCLAIR  
Louis Harris  
MORRISTOWN  
Crane, Incorporated  
NEWARK  
L. Bamberger & Co.,  
Kresge Department  
Store,  
Hahne & Company  
NEW BRUNSWICK  
P. J. Young Dry  
Goods Company  
PATERSON  
Meyer Brothers
- NEW JERSEY (Cont.)**  
PLAINFIELD  
Tepper Bros.  
TRENTON  
Swern & Company,  
H. M. Voorhees &  
Bros., 131-135 East  
State St.  
UNION CITY  
Holthausen  
WESTFIELD  
F. H. Schaefer & Co.  
Inc.
- NEW YORK**  
NEW YORK CITY  
B. Altman & Co.,  
Lord & Taylor,  
John Wanamaker,  
R. H. Macy & Co.,  
Incorporated,  
Jas. McCutcheon Co.,  
James McCreery &  
Company,  
Arnold Constable &  
Co., Incorporated,  
Stern Brothers,  
Bloomingdale Bros.,  
Incorporated,  
Gimbel Brothers  
ALBANY  
W. M. Whitney & Co.  
BINGHAMTON  
Sisson Bros., Welden  
Company  
BROOKLYN  
Abraham & Straus,  
Frederick Loeser &  
Company  
BUFFALO  
Flint & Kent,  
Adam, Meldrum &  
Anderson Company,  
J. N. Adam & Co.,  
The Wm. Hengerer  
Company  
ELMIRA  
S. F. Iszard Co.  
HEMPSTEAD, L. I.  
The Franklin Shop,  
Incorporated  
ITHACA  
Rothschild Bros.  
JAMAICA, L. I.  
B. Gertz, Inc.,  
Jamaica Ave.-162nd  
St.  
JAMESTOWN  
The Silk & Specialty  
Shop  
KINGSTON  
Rose & Gorman, Inc.  
MIDDLETOWN  
Tompkins Dry Goods  
Company  
NEW ROCHELLE  
Ware's  
POUGHKEEPSIE  
Luckey, Platt & Co.  
ROCHESTER  
McCurdy & Company  
Incorporated,  
Sibley, Lindsay &  
Curry Company  
RYE  
H. D. Halahan  
SCARSDALE  
The Chas. N. Mead  
Co.  
(Mead's-Scarsdale)  
SCHENECTADY  
H. S. Barney Co.  
SYRACUSE  
Dey Brothers & Co.  
TROY  
G. V. S. Quacken-  
bush & Company  
UTICA  
The Fitzgerald Silk  
Shop, Incorporated  
WATERTOWN  
Smith & Percy, Inc.  
YONKERS  
Marshall Matheson  
Company
- NORTH CAROLINA**  
ASHEVILLE  
Bon Marché, Inc.  
CHARLOTTE  
J. B. Ivey & Co.  
DURHAM  
Ellis, Stone & Co.  
GREENSBORO  
Ellis, Stone & Co.  
RALEIGH  
Boylan Pearce Co.  
WILMINGTON  
Belk-Williams Co.  
WINSTON-SALEM  
Ideal Dry Goods Co.
- NORTH DAKOTA**  
GRAND FORKS  
R. B. Griffith Co.
- OHIO**  
AKRON  
The A. Polsky Co.,  
The M. O'Neill Co.  
ALLIANCE  
Spring-Holzwarth  
CINCINNATI  
H. & S. Pogue Co.,  
The John Shillito Co.  
CLEVELAND  
The Halle Bros. Co.,  
The Higbee Company,  
The Wm. Taylor Son  
& Company  
COLUMBUS  
The F. & R. Lazarus  
& Company  
DAYTON  
The Rike-Kumler Co.  
LANCASTER  
Chas. F. Wiseman &  
Company  
LIMA  
R. T. Gregg & Co.  
NEWARK  
John J. Carroll  
TOLEDO  
The Lasalle & Koch  
Company,  
The Lamson Bros. Co.  
YOUNGSTOWN  
The G. M. McKelvey  
Company,  
The Strauss-Hirsh-  
berg Company
- OKLAHOMA**  
OKLAHOMA CITY  
The Kerr Dry Goods  
Company  
TULSA  
The Brown-Dunklin  
Dry Goods Company,  
The Vandever Dry  
Goods Co., Inc.
- OREGON**  
EUGENE  
McMorran & Wash-  
burne  
PORTLAND  
Meier & Frank Co.,  
Olds, Wortman &  
Kling  
SALEM  
The Miller Mercan-  
tile Company
- PENNSYLVANIA**  
ALLENTOWN  
Hess Brothers  
ALTOONA  
The Wm. F. Gable  
Company  
ARDMORE  
Strawbridge &  
Clothing  
BETHLEHEM  
The Bush & Bull  
Corporation  
BRADFORD  
J. Kreinson & Brother  
BUTLER  
A. Troutman's Sons  
Co., Incorporated  
ERIE  
Trask, Prescott &  
Richardson Co.,  
Guggenheimer's, Inc.  
GERMANTOWN  
James S. Jones & Co.  
HARRISBURG  
Pomeroy's, Inc.  
HAZELTON  
The Bon Ton  
JENKINTOWN  
Strawbridge &  
Clothing  
LANCASTER  
Hager & Brothers  
NEW CASTLE  
The Strauss-Hirsh-  
berg Company  
PHILADELPHIA  
John Wanamaker,  
Strawbridge & Cloth-  
ier,  
Gimbel Brothers  
PITTSBURGH  
Joseph Horne Co.,  
Kaufman's,  
Boggs & Buhl,  
Gimbel Brothers  
READING  
Pomeroy's, Inc.  
SCRANTON  
Scranton Dry Goods  
Company  
SHARON  
The Sharon Store  
WILKES-BARRE  
The Isaac Long Store  
WILLIAMSPORT  
L. L. Stearns & Sons  
YORK  
Charles H. Bear &  
Company
- RHODE ISLAND**  
PROVIDENCE  
The Shepard Stores
- SOUTH CAROLINA**  
CHARLESTON  
The Kerrison Dry  
Goods Company  
GREENVILLE  
Meyers-Arnold Co.
- SOUTH DAKOTA**  
ABERDEEN  
Olwin-Angell
- TENNESSEE**  
CHATTANOOGA  
Miller Bros. Co.  
KNOXVILLE  
S. H. George & Sons  
MEMPHIS  
The John Gerber Co.  
NASHVILLE  
Cain-Sloan Co.,  
Lebeck Bros., 514  
Church St.,  
Loveman, Berger &  
Teitlebaum
- TEXAS**  
AMARILLO  
White & Kirk, Inc.  
AUSTIN  
T. H. Williams & Co.  
BEAUMONT  
The Rosenthal Dry  
Goods Company  
DALLAS  
Titche-Goettinger Co.,  
A. Harris & Co.,  
W. A. Green Company  
EL PASO  
Popular Dry Goods  
Company  
FORT WORTH  
Monnig's,  
The Fair,  
Schermerhorn Co.  
HOUSTON  
Foley Brothers Dry  
Goods Company,  
Levy Bros. Dry Goods  
Company  
SAN ANTONIO  
The Wolff & Marx  
Company  
WACO  
The Goldstein-Migel  
Company
- UTAH**  
SALT LAKE CITY  
Zion's Co-operative  
Mercantile Institu-  
tion
- VERMONT**  
BURLINGTON  
F. D. Abernethy, Inc.
- VIRGINIA**  
DANVILLE  
L. Herman  
LYNCHBURG  
D. Moses & Co., Inc.,  
Guggenheimer's, Inc.  
NEWPORT NEWS  
Sol Nachman's De-  
partment Store  
NORFOLK  
Smith & Welton, Inc.  
PETERSBURG  
Rucker Rosenstock  
Incorporated  
RICHMOND  
Thalhimer Bros., Inc.,  
Miller & Rhoads, Inc.  
ROANOKE  
S. H. Heironimus  
Co., Incorporated
- WASHINGTON**  
BELLINGHAM  
J. B. Wahl Store  
PULLMAN  
Folgers  
SEATTLE  
The MacDougall &  
Southwick Co.,  
Frederick & Nelson,  
The Bon Marché  
SPOKANE  
Whitehouse Co.,  
The Crescent  
TACOMA  
Rhodes Brothers  
WALLA WALLA  
A. M. Jensen Co.
- WEST VIRGINIA**  
CHARLESTON  
Coyle & Richardson  
HUNTINGTON  
Anderson-Newcomb  
Company  
PARKERSBURG  
The Surprise Store  
WHEELING  
Stone & Thomas
- WISCONSIN**  
APPLETON  
The Pettibone-Pea-  
body Company  
JANESVILLE  
J. M. Bostwick &  
Sons  
KENOSHA  
The Barden Store Co.  
MADISON  
Harry S. Manchester,  
Inc.  
MILWAUKEE  
The Boston Store,  
T. A. Chapman Co.,  
Gimbel Brothers  
RACINE  
Zahn Dry Goods Co.
- WYOMING**  
CASPER  
Kassiss Dry Goods Co.  
CHEYENNE  
Kassiss Dry Goods Co.  
SHERIDAN  
Stevens, Fryberger &  
Company
- PORTO RICO**  
SAN JUAN  
P. Guisti & Co., Inc.,  
Calle Allen 27
- CUBA**  
HAVANA  
La Isla de Cuba  
(Victor Campa & Co.)
- MEXICO, D. F.**  
MEXICO CITY  
Agencia Misrachi  
Avenida Juarez 10—  
Apartado 2430
- NEWFOUNDLAND**  
ST. JOHN'S  
James Baird, Limited,  
Baird Buildings
- CANADA**  
ALBERTA  
EDMONTON  
Hudson's Bay Co.
- BRITISH COLUMBIA**  
VANCOUVER  
Hudson's Bay Co.  
VICTORIA  
Hudson's Bay Co.
- MANITOBA**  
WINNIPEG  
Hudson's Bay Co.,  
The T. Eaton Co.,  
Limited
- NEW BRUNSWICK**  
ST. JOHN  
Manchester Robertson  
Allison Limited, 27  
King St.
- NOVA SCOTIA**  
HALIFAX  
The Wood Brothers  
Co., Ltd.
- ONTARIO**  
HAMILTON  
Finch Brothers, Ltd.,  
29 King St., West,  
The T. Eaton Co.,  
Limited  
LONDON  
Smallman & Ingram,  
Limited, 149-157  
Dundas Street  
OTTAWA  
Murphy-Gamble, Ltd.  
Sparks Street  
ST. CATHARINES  
Canadian Department  
Stores Limited, 17  
St. Paul St.  
TORONTO  
The Robert Simpson  
Company, Limited,  
The T. Eaton Co.,  
Limited  
Jas. A. Ogilvy's Ltd.
- QUEBEC**  
MONTREAL  
Henry Morgan &  
Company, Limited,  
The Robert Simpson  
Montreal, Limited,  
The T. Eaton Co.,  
Limited,  
Jas. A. Ogilvy's Ltd.

ALL THESE STORES SELL VOGUE PATTERNS



# VOGUE'S SCHOOL & CAMP DIRECTORY

## GIRLS' SCHOOLS



**BRIARCLIFF**

Two years of college work. Separate division for preparatory and general group. Liberal Arts, Theatre Arts, Home Economics, Architecture, Library Science, Fine Arts, Physical Education, and Secretarial Science. Release of creative energies and development of social responsibility. Conference method. New York City advantages. Thirty-eight acre campus. Golf, riding, swimming pool. Catalogue. Briarcliff, Box V, Briarcliff Manor, New York.

**ANDRÉBROOK**

In Tarrytown, New York: A unique school for a small group of girls, emphasizing intimate contact with the cultural resources of New York. Preparation for college or special work.

In Munich, Bavaria: A study group for older girls combining travel with courses in languages, history, art, music. Winter sports in the Alps.

Miss Lillian  
Clark Weaver  
Tarrytown  
New York

**GARDNER**

SCHOOL FOR GIRLS

154 East 70th St., New York

A thorough school with delightful home life. Fireproof building. Accredited. College Preparatory, Secretarial and Junior Collegiate courses. Music. Outdoor sports, riding.

76th year. Catalog. M. Elizabeth Masland, Principal.

**THE FINCH SCHOOL**

RESIDENT and DAY Courses for graduates of preparatory schools combining vocational and cultural opportunities. Special Courses for non-graduates. Jessica V. Cosgrave, 61 East 77th St., New York City.

**SEMPLE SCHOOL**

Resident and Day. Postgraduate & Junior College courses. College Prep., Art, Music, Dramatic Art, Secretarial, Domestic Science, Country estate. Sports. European affiliated school. Mrs. T. Darrington Semple, Principal, 351 Riverside Drive, N. Y. C.

**Cathedral School of Saint Mary**

COLLEGE PREPARATORY AND GENERAL COURSES

MIRIAM A. BYTEL, Principal  
Garden City Long Island, New York

**DREW SEMINARY**

For girls. Accredited College Preparatory, General courses. Music, Art, Domestic Science, Secretarial. On beautiful Lake Gleneida. All sports. Gymnasium. 54 acres. Separate Junior school. 67th year. Catalog. Dr. H. E. Wright, Pres., Box V, Carmel, N. Y.

**PUTNAM HALL**

FOR GIRLS. College preparatory. General course. Emphasis on music, art, dramatics, home-making. Unusual program of extra-curricular activities. Supervised athletics, riding, tennis, swimming. Catalog. Ellen V. Bartlett, A.B., Prin., Poughkeepsie, N. Y.

**Emma Willard School**

THOROUGHLY prepares young women for leading colleges, and offers a broad, general course. Music and art. Athletic, outdoor life on 60-acre campus. Organized 1814. For catalog address: Eliza Kellas, LL.D., Principal, Troy, N. Y.

**STUDENT RESIDENCE**

**The Ferguson Residence, Inc.**

Affords a charming modern home for girls studying in New York. Attractive sunny rooms. Private baths. Conveniently located. Chaperonage if desired. Est. 1915. Open all year. Tel. Sus. 7-9438. Catalog. 309-313 West 82nd Street, New York City

## "I'd like to plan a school"

Said the father of two boys who had finished preparatory school several years ago: "If I had a daughter I fear I would have to organize a new school to give her just the type of education I think she ought to have. I have been observing two of my nieces and some of the girls my boys bring to the house, and I just wonder whether they are getting the sort of education the modern girl ought to have.

"In my humble opinion the modern girl loses none of her modernness if she knows how to cook," and the father thumped the table with an energetic thump. "She ought to know something about Art and enough of Music to appreciate the difference between the kind of stuff we get from some radio stations and really good music. She ought to know something of Poetry and History and enough of Arithmetic so that she can keep her bank account balanced. If she knows French, so much the better. She ought to know enough of Psychology to live well with people, and she will be a better balanced girl if she takes one of those courses which teach girls how to take care of babies."

What Mr. Business Man did not know, but soon learned from his companion, was that there are plenty of good schools which have just the type of course he outlined. Vogue's School Bureau will be glad to send details if this issue of the magazine does not give you full information in the school advertising columns.

## GIRLS' SCHOOLS


**The KNOX School**

COOPERSTOWN • NEW YORK

27th Year

A COUNTRY SCHOOL

A School of American Ideals in a Country of American Traditions



PREPARES girls for College Entrance Board examinations. Accredited. Offers two-year course for entrance to universities with advanced standing. Two years advanced course with diploma.

Mrs. Russell Houghton Box V COOPERSTOWN, N. Y.

Music, Theatre Arts, Secretarial Science, Art, Household Arts. Exceptional health program includes all sports under skilled Physical Training directors. Riding emphasized.

**Edgewood Park JUNIOR COLLEGE**

JUNIOR COLLEGE and college preparatory. Liberal Arts, Kindergarten, Journalism, Interior Decoration, Secretaryship, Music, Sports. Moderate rates. M. H. Reaser, Ph.D., Box V, Greenwich, Conn.

**-LOW-HEYWOOD-**

On the Sound—At Shippan Point

Preparatory to the Leading Colleges for Women. Also General Course, Art and Music. Separate Junior School. Outdoor Sports. Address Mary Rogers Roper, Headmistress, Box V, Stamford, Connecticut

**GRAY COURT**

For Girls. Suburban to N. Y. C. College Preparatory, General, Secretarial, Arts and Crafts, Music. Riding. Beach. Sports. Lower School. Catalog. JESSIE CALLAM GRAY, Box 34, Stamford-on-Sound, Conn.

## GIRLS' SCHOOLS

**St. Margaret's School**

Emphasizes preparation for the leading colleges. Excellent general course with music, dramatics, art and secretarial work. Hockey, riding, tennis. Country estate, modern building. 58th year. Alberta C. Edell, A.M., Box V, Waterbury, Conn.

**Weylister**

Intensive college and secretarial courses for young women. One or two years. Near New Haven. Mrs. Marian W. Skinner, M.A., Miss Louise H. Scott, Box V, Milford, Conn.

**WYKEHAM RISE**

Washington, Connecticut

A COUNTRY SCHOOL FOR GIRLS

College Preparatory and Special Courses

Fanny E. Davies, LL.A., Head Mistress

## GIRLS' SCHOOLS

### LARSON SCHOOL



CULTURAL secretarial and academic courses of college grade for young women. Also Music, Art, Dramatics. One and two year courses. Beautiful new buildings. On Lake Whitney. Sports. Catalog. President Larson School, New Haven, Conn.

### DWIGHT SCHOOL FOR GIRLS

College Preparatory and Special Courses. Excellent post-graduate courses. Miss Frances Leggett, Mrs. Charles W. Hulst, Principals, Englewood, New Jersey

### ST. JOHN BAPTIST SCHOOL for Girls

A Country Boarding and Day School Under the care of the Sisters of St. John Baptist (Episcopal Church). College Preparatory. Music, Art and General Courses. For Catalog Address The Sister Superior, Mendham, New Jersey

### Miss Beard's SCHOOL



PREPARES girls for College Board examinations. General courses include Household, Fine and Applied Arts, and Music. Trained teachers, small classes. Ample grounds near Orange Mountain. Excellent health record; varied sports program. Established 1894. Write for booklet.

LUCIE C. BEARD  
Headmistress  
Berkeley Avenue  
Orange New Jersey

### Bradford

131st Year. 4500 Alumnae. Near Boston. Endowed. Reduced Rate. Able Faculty. Modern Courses and Equipment. 40 Acres. Swimming. Riding. Golf.

**BRADFORD JUNIOR COLLEGE**

Two-Year Liberal Arts College. Accredited to Universities. Music, Art, Speech, Homemaking.

**BRADFORD ACADEMY**

Separate Three-Year Preparatory School. General Course. One-Year Course. Music, Art, Homemaking. Katharine M. Denworth, Ph.D., Box 60, Bradford, Mass.

### Rogers Hall

For girls. College preparation. General academic course. Junior college courses—secretarial, liberal arts, Music, Gymnasium, pool, Sports. Delightful New England setting. Near Boston. Catalog.

Mrs. Katharine Whitten McGay, 190 Rogers Street, Lowell, Mass.

**Mount Ida School and Junior College**

A Junior College and Preparatory School 6 miles from Boston. Accredited. Home Economics, Art, Dramatics, Secretarial, Music, Outdoor sports, Riding, Swimming. Catalog—125 Bellevue St., Newton, Mass.

**HOUSE IN THE PINES**

A Country School Near Boston Thorough College Preparation. General and two-year graduate courses. Secretarial subjects. Household arts, Music, Art Studio. French House. Fine riding horses. THE HEDGES—A separate school for girls of Junior High School age. Miss Gertrude E. Cornish, Principal, 40 Pine Street, Norton, Mass.

**CRESTALBAN**

A Country School in the Berkshires for girls 6-14. Small selected group. Thorough scholastic work. Family life. Out-door classes. Out-door sports. Riding. 200 acres. 4½ hours from N. Y. Booklet. Miss Margery Whiting, Box A, Berkshire, Mass.

The schools advertised in this section will gladly send you their literature.

THESE SCHOOLS & CAMPS WILL GIVE SPECIAL CONSIDERATION TO LETTERS FROM READERS WHO MENTION VOGUE



## GIRLS' SCHOOLS

## GARLAND SCHOOL

**Homemaking** for the Modern Girl. Courses for girls of college age. Child training, hygiene, home nursing, nutrition, cookery, marketing, clothing, interior decoration, household management, family finance, psychology and related subjects. Practical preparation for home-making as a career. Also direct training for vocations and preparatory work toward a degree of B.S. in Practical Arts. Write for catalogue describing one- and two-year courses.



Mrs. Gladys V. Jones, Director  
409 Commonwealth Ave., Boston, Mass.

### Business, Financial and Secretarial Training for Women

## Webber College

One-year course for students with previous college training. Two-year course for high-school graduates. Practical preparation for economic success: management of personal property, and investments; key subjects for rapid advancement in the business world. Complete secretarial training. Write for catalogue describing special features. Winslow V. Webber, 535 Beacon St., Boston, Mass. Winter Term in Florida at No Additional Expense

## NORTHAMPTON

### SCHOOL FOR GIRLS

Regular preparatory course for Smith and other colleges. Nine-acre campus. Outdoor life. Riding. Golf. Three weeks' tutoring session begins August 28. Address Principal, Box E, Northampton, Mass.

## Kendall Hall

### For Girls

Prides Crossing, Mass.—on-the-Seashore. Suburban to Boston. Accredited. College Prep. Jr. College. Costume Design. Int. Dec. Secretarial. Beach. Riding. Catalog:—Box V.

## CHAMBERLAYNE

Two-year college course. Harvard instructors. Liberal arts, secretarial, interior decorating, special courses. Sports. Catalogue. Theresa G. Leary, A.B., M.A., (Radcliffe), Prin.; Bertha K. Filkins, Dir. Res., Box A, 178 Commonwealth Ave., Boston, Mass.

## THE DANA HALL SCHOOLS

Tenacre—For young girls from ten to fifteen years. Dana Hall—College Preparatory and General Courses. Pine Manor—Junior College, Sub-collegiate, Music, Art, Homemaking.

Helen Temple Cooke, Head. Box G, Wellesley, Mass.

## BANCROFT SCHOOL

Thorough college preparation for a carefully selected group of girls. Modern equipment. Progressive methods. Art, dramatics, glee club. All sports including swimming, hockey, riding. Est. 1900.

Hope Fisher, Ph.D., Principal, Worcester, Mass.

## WALNUT HILL

Preparatory and general courses. Excellent record with leading colleges. Fifty-acre campus. All sports. 17 miles Boston, 2 miles Wellesley College. Hester R. Davies, Prin., 16 Highland St., Natick, Mass.

## KATHARINE GIBBS

SECRETARIAL EXECUTIVE ACADEMIC Two-Year Course—First year six collegiate subjects; second year intensive secretarial training. One-Year Course of broad business training. Special Course for College Women—special schedule, special instruction. Catalog: Dean.

New York Boston Providence  
247 Park Ave. 90 Marlborough St. 155 Angell St.  
Day and Resident Schools in New York and Boston

## MARY C. WHEELER

A MODERN school for girls. College preparatory, general, and post-graduate courses. Preparatory graduates successful in leading colleges. Art, Music, Dramatics, Dancing. Wide range of interests are developed; habits of wholesome, simple living inculcated. All girls participate in sports on 150-acre farm. Junior residence for girls 6-14. Est. 1889. Catalog. Mary Helena Dey, Prin., 216 Hope St., Providence, R. I.

## THE LINCOLN SCHOOL

For Girls. Exceptional record for college preparation. General courses. Cultured home atmosphere. Modern equipment. Sports. Auspices Society of Friends. Catalog. Frances E. Wheeler, Principal, Box V, Providence, R. I.

## GIRLS' SCHOOLS

## MARYMOUNT COLLEGE

### TARRYTOWN, N. Y.

For girls, in picturesque Westchester County—40 minutes from New York City—Beautiful well-equipped Academic Buildings and Resident Halls. Individual attention. Confers B. A., B. S. Degrees. Music, Art, Elocution, Pedagogy, Journalism, Household Arts, Secretarial, Dramatics. Study and travel at Paris and Roman Branches, with full credit for courses.

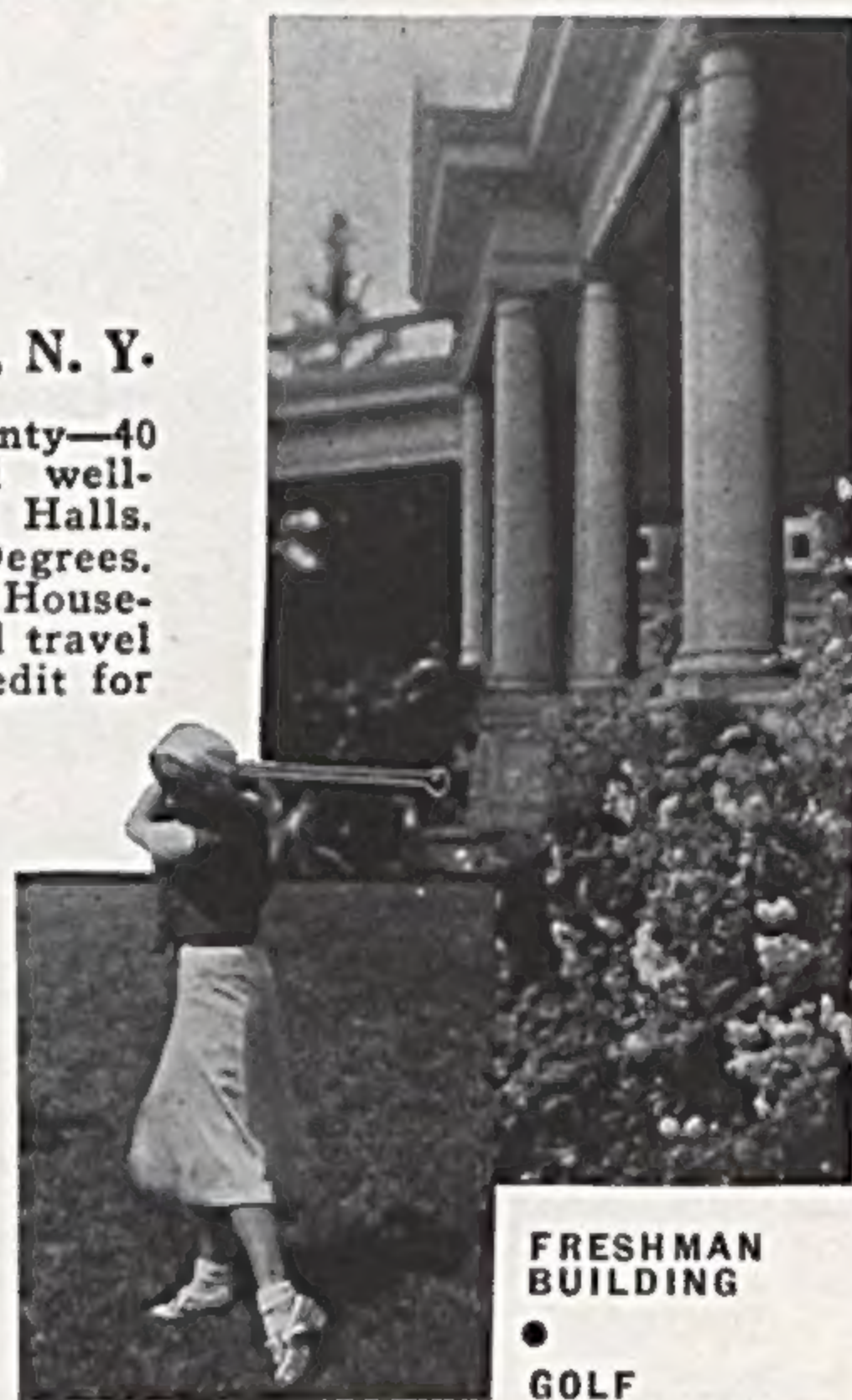
### Marymount Preparatory School and Junior College in Wilson Park

Elementary and High School Courses—College Preparatory—Junior College—with special advantages for cultural subjects.

Riding, Gymnasium, Stadium, Swimming Pool, Organized Sports, Games for all Departments.

Branches: Paris, France; Rome, Italy; Bel-Air, Calif.; Fifth Avenue, New York City

For catalogues and detailed information address the Reverend Mother.



FRESHMAN BUILDING  
• GOLF

## Martha Washington Seminary

JUNIOR COLLEGE. Liberal Arts, Secretarial Science, Household Science, Music, Art, Dramatics, High School courses. Modern buildings. Sports. Secretary, Box V, 3640 16th St., N. W., Washington, D. C.

## FAIRMONT

35th Year. College Preparation and Junior College. All Sports. Educational Advantages of the Capital. Maud van Woy, 1713 Massachusetts Ave., Washington, D. C.

## KING-SMITH STUDIO SCHOOL

### OF WASHINGTON and PARIS

Music, Dancing, Dramatics, Languages, Literature, Art, Secretarial, Residential. Mr. & Mrs. August King-Smith, Directors, 1755 New Hampshire Ave., Washington, D. C.

## Chevy Chase

Accredited Junior College and Senior High School. Art, Interior Decoration, Music, Secretarial, Dramatics, Home Economics. Washington advantages. Outdoor sports. Mrs. F. E. Farrington, Box V, Washington, D. C.

The schools advertised in this section will gladly send you their literature.



Odeon—Little theatre

## NATIONAL PARK SEMINARY

A WEALTH of advantages awaits girls at this famous Junior College and Preparatory School, suburban to Washington, with its 32 magnificent buildings, canoe course, and miles of wooded bridge paths. Art studio. Diploma courses in Art, Music, Dramatics. Home Economics, Secretarial, Journalism, 40th year. Rates \$950 and up according to room. Catalog. James E. Ament, A.M., Ph.D., LL.D., Box 573, Forest Glen, Md.



800-year-old fountain

## Up-to-date information

If you have ever been in the position of deciding on a school for a favorite child, or nephew, or step-daughter, you know the thousands of questions that keep turning up that demand a personal, responsible answer. Maybe you did not know that the Educational Bureau of Vogue has been trying to supply personal answers to all such questions for eighteen years.

We get telegrams: "Please wire name of headmaster of \_\_\_\_\_ School."

We get very unusual questions: Where did Governor \_\_\_\_\_ prepare?

We get challenges: Which school, in your opinion, has the best faculty?

Of course our opinion is only an opinion. But we may be closer in touch with the school than you have been yourself, or we may have information you could use. It is all at your disposal. Just write to Vogue's School Bureau, 1928 Graybar Building, Lexington at 43rd, New York City. Telephone Mohawk 4-7500.

## GIRLS' SCHOOLS

## GIRLS' SCHOOLS

## LASELL JUNIOR COLLEGE

### FOR YOUNG WOMEN

Ten miles from Boston. Two-year courses for high-school graduates. Academic. Home Economics, Secretarial, Art, Expression courses. Music. College Preparatory. Sports. 30 acres. Delightful home life. Separate Junior School. Catalogs.

GUY M. WINSLOW, Ph.D., President  
126 Woodland Road Auburndale, Mass.



## ABBOT ACADEMY

Delightfully located. Thoroughly equipped. Broad General Course. Excellent College Preparatory Record. Art, Music, Dramatics, Household Science. All Sports. Bertha Bailey, Principal, Box G, Andover, Mass.

When writing to us for advice on the selection of a school, it will help us to serve you if you will tell us about your child—age, sex, previous schooling, interests, aptitudes; the type of school which interests you most; the approximate tuition you expect to pay. VOGUE'S SCHOOL BUREAU, 1928 Graybar Building, Lexington at 43rd, New York City.

## WILDCLIFF

### A PROGRESSIVE JUNIOR COLLEGE

A two-year College Unit offering Liberal and Fine Arts. It provides an ideal next step for preparatory school graduates. Conference and workshop methods in Dramatic Art, Household Arts and Secretaryship. 10 miles from Philadelphia. All sports, canoeing, golf. Affiliated with Mary Lyon School. Ask for Catalog. Mr. and Mrs. H. M. Crist, Directors, Box 1546, Swarthmore, Pa.

## HIGHLAND HALL

FOR GIRLS. Founded 1867. Excellent college board record. General course. Music, art, home economics, secretarial work. Camp in Alleghenies. Riding, golf, swimming pool. Catalog. Miss Callie Barksdale Gaines, A.M., Prin., Box 77, Hollidaysburg, Pa.

## Birmingham

Invigorating outdoor life in Allegheny foothills. College preparatory, general courses. Certificate privileges. Music, art, secretarial. Riding, swimming. Est. 1853. Catalog. Box 67, Birmingham, Pa.

## OGONTZ School for Girls

### near Philadelphia

Grace of finishing school with educational thoroughness. Junior College. General courses. College preparation. Homemaking Dept. Rydal Hall, girls 7-14. Abby A. Sutherland, Prin., Ogontz School P.O., Pa.

## HARCUM SCHOOL

COLLEGE PREPARATORY, general academic. Certificate privileges. Separate building for graduate school. Music, art, secretarial courses. Near Philadelphia. Riding. For catalog write Head of School. Edith Harcum, B.L., Box V, Bryn Mawr, Pa.

## BEAVER COLLEGE

20 Minutes from all Philadelphia Advantages. STANDARD four-year college. Liberal arts, science. A.B., B.S., Mus.B., B.F.A. degrees. Home economics, kindergarten, elementary ed., health ed., com'l ed.—secretaryship, music, fine arts, dramatics. Graduates granted teachers' certificates. Convenient practice teaching. 18 buildings, private baths. Gymnasiums, pool. National patronage. 80th year. Moderate rates. Write for catalog. Walter B. Greenway, D.D., LL.D., Pres., Box V, Jenkintown, Pa.

## The Mary Lyon School

SUPERIOR college preparation, general courses for girls. High standards, modern methods, unusual equipment. Alert faculty. Cultural opportunities of Philadelphia. Riding, swimming, golf. Wildcliff, two-year terminal Junior College courses. Advanced art, music, Dramatics' workshop. Catalog.

Mr. and Mrs. H. M. Crist, Principals  
Box 1509 Swarthmore, Pa.



## GIRLS' SCHOOLS

**Garrison Forest**

MODERN, well-equipped country school for girls. In the beautiful Green Spring Valley near Baltimore. Thorough college preparation. General courses with excellent opportunities in Music and Art. Separate Junior School. All sports including Riding. Catalogue.

Jean G. Marshall and Nancy Offutt, Principals  
Box V, Garrison, Md.



**ROBERTS-BEACH**

DISTINCTLY COLLEGE PREPARATORY

Individual attention. Stimulating contacts with teachers of experience. Home atmosphere. Variety of sports. Address Lucy George Roberts, Ph.D., Sarah M. Beach, Ph.D., Box 40, Catonsville, Md.

**Stuart Hall**

LONG-ESTABLISHED Episcopal school for girls. Thorough college preparation. Two years beyond high school. Music, art, expression, business. Outdoor sports, riding. Catalogue.

Mrs. H. N. Hills, A.B., Box V, Staunton, Va.

**Fairfax Hall**

For girls. In the Shenandoah Valley. College preparatory, 1- and 2-year college and elective courses for high school graduates. 50-acre campus. Outdoor, indoor pools. Riding, sports. Catalogue. Mrs. John Noble Maxwell, Box V, Park Station, Waynesboro, Va.

**Greenbrier College**

For girls and young women. Junior College and Four year preparatory. Founded 1812. Near White Sulphur Springs. Art, Music, Dramatic Art, Secretarial, Athletics and Social Training. Modern fireproof dormitory. Flat rate \$675.

Dr. F. W. Thompson, Pres., Dept. V, Lewisburg, W. Va.

**WARD-BELMONT**

Accredited Junior college and preparatory school, with special courses in music, art, expression, domestic art, physical training, secretarship. Impressive buildings, gymnasium, Sports, Booklet. Alma Paine, Reg., Ward-Belmont, Box 105, Nashville, Tenn.

**TUDOR HALL**

SCHOOL FOR GIRLS. Thorough college preparation. Art, music, dramatics emphasized. Graduates at Smith, Vassar, etc. Certificate privileges. General courses. Sports. Catalogue. I. Hilda Stewart, Prin., 3163 Meridian St., Indianapolis, Ind.

**FERRY HALL**

Accredited High School and Junior College courses. Music, Art, Speech, Home Economics. Wooded grounds to lake. All sports. Swimming pool. Miss Eloise R. Tremain, Box 40, Lake Forest, Illinois.

**Frances Shimer**

For girls and young women. 2 years College, 4 years Academy. Music, Art, Speech, Home Economics. 81st year. Gym. pool. Riding. Golf. Catalogue.

Floyd C. Wilcox, Pres., Box 1173, Mt. Carroll, Ill.

**San Luis School** for Girls

Dry, bracing climate. Open air classes. Outdoor sports, tennis, riding all winter. College preparatory, general courses. Summer school. Catalogue.

Mrs. Robert R. Potter, Colorado Springs, Colorado.

**THE BISHOP'S SCHOOL**

On the Scripps Foundation. An Episcopal boarding and day school. Preparatory to all Colleges. Intermediate grades. Modern equipment. Outdoor sports.

Caroline Seely Cummins, M. A., Vassar, Headmistress.  
Box 30 La Jolla, Calif.

**The ANNA HEAD School** for Girls

College Preparatory and General Courses. Accredited. Post Graduate Department. Lower School. Outdoor life the year round. Tennis, Swimming, Hockey.

Mary E. Wilson, L. H. D., Prin., 2532 Channing Way, Berkeley, California

**WESTLAKE SCHOOL** for GIRLS

Accredited College Preparation. Junior College. Lower School. Music, Art, Expression, Home Economics. Sports. Write Frederica de Laguna, 729 N. Faring Rd., Los Angeles, Calif.

**MARLBOROUGH**

Intermediate Grades and High School. General, College Preparatory, and Graduate Courses. Music, art. Outdoor sports all year. Week-ends at beach, desert, mountain. Catalogue. Ada S. Blake, A.B., Principal, 5029 V, West Third St., Los Angeles, Calif.

## Buying a boy's year

A lawyer in a Michigan city understood that his son could enter Princeton upon completion of the usual four year local high school course.

But with the high school diploma securely under his arm the boy discovered that he did not have all of the training necessary to admit him to Princeton. Of course the high school principal may have been at fault in not arranging the work so that the boy could acquire the needed credits. On the other hand there may have been in the class so many boys with no college ambitions that the instructors could not give the lawyer's son the amount of work in Latin, Mathematics and French which he required for college entrance.

The lawyer was financially able to send the boy away to school, but he depended upon the promise of the local authorities that his son need not leave the family roof tree in order to get good preparatory school training.

Many a father has saved himself similar chagrin and has gained a full year of business life for his boy by sending him to a college preparatory school. A year saved in a boy's life work is a mighty profitable investment.

## GIRLS' SCHOOLS

## WARRENTON

COUNTRY SCHOOL for GIRLS

WARRENTON, VIRGINIA

BEAUTIFULLY located in the Piedmont Valley, forty miles southwest of Washington. College Preparatory and Cultural Courses. French the language of the house. Superior advantages in music. Eleven buildings, including stables. Riding, sports. The school, which offers a fixed rate, is planned to teach girls how to study, to bring them nearer nature, and to inculcate ideas of order and economy. The atmosphere is homelike.

Mlle. LEA M. BOULIGNY, Principal  
Box 18, Warrenton, Virginia



Rehearsing French Play

## PENN HALL

• SCHOOL AND JUNIOR COLLEGE •

South in the Cumberland Valley, a little north of Dixie

For Girls and Young Women. 4 year High School and 2 year Junior College. Both "accredited." Certifies to Colleges without examinations. "College Boards" held at school. Accredited Conservatory of Music. Art, Home Economics, Costume Design, Journalism, Int. Decorating, Secretarial, Dramatics, Social Poise, New Fireproof Buildings. All rooms have connecting baths. Campus, golf course. Horseback riding, swimming pool, canoeing, tennis. Part of May at Ocean City. —Catalogue—address FRANK S. MAGILL, A.M., Headmaster, Box V, Chambersburg, Pa.—



## Monticello Seminary

JUNIOR COLLEGE AND HIGH SCHOOL

TO PREPARE GIRLS for rich, fruitful lives, either in a career or in the home, is the purpose of this famous 98-year-old school. Fully accredited by universities and eastern colleges. Special courses: music, art, dramatics, dancing, physical training, home economics, secretarial. Advantages and comforts of a cultured home are combined with the equipment of a well-

organized school. Modern fireproof, grey stone buildings, swimming pool. 300 acres of parks, groves, athletic fields, lake, farm and pasturage. Open-air theatre. Girls from all states. All sports. 28 miles from St. Louis. Operated by trustees, all profits invested in school. Catalogue.

HARRIET RICE CONGDON, Pres.  
Box V, Godfrey, Illinois



## BOYS' SCHOOLS

## Adirondack-Florida School for Boys



Onchiota, N. Y. Coconut Grove, Fla. Individual college preparation combined with stimulating outdoor life in two ideal climates. Six Forms for boys 12 to 18. Flexible scholastic program. Graduates in leading Eastern universities. Fall and spring in Adirondacks. Winter in Florida. For catalogue address KENNETH O. WILSON, Headmaster

## IRVING SCHOOL FOR BOYS

25 miles from N. Y. Thorough preparation for College Board examinations. Certificate privilege. Accredited N. Y. State Regents. Experienced faculty. Athletics. Junior school. 97th year. Limited to 125. Catalogue. C. Walter Olson, Headmaster, Box 930, Tarrytown-on-Hudson, N. Y.

## PAWLING

Featuring preparation for College Board Examinations. Splendid scholastic record. Limited to 125 boys. Exceptionally complete equipment. Golf course and pool. Private lake for ice sports. 64 miles from New York. Catalogue.

Frederick L. Gamage, Jr., Headmaster  
Box V, Pawling, New York

## ST. JOHN'S

Ossining-on-Hudson, N. Y.

Real achievement in preparing for college or business. Military training. Supervised study under carefully chosen faculty. Individual instruction. Beautiful location. 30 miles from New York City. Gymnasium, pool. All sports, riding. Gun club. Separate Junior School for boys under twelve. Distinguished alumni. 91st year. Catalogue.

William Addison Ranney, Prin., Ossining, N. Y.

## Under Lake Placid Club Education Foundation NORTHWOOD

In the Heart of the Adirondacks. Unusual success in preparing for college work. Modern methods. Exceptional winter sports facilities. Open to qualified boys 11 to 19.

IRA A. FLINNER, Ed. D., BOX V, LAKE PLACID CLUB, N. Y.

## RIVERDALE A Country School for Boys

Well-Balanced Program. One of the Best College Board Records. Athletics. Student Activities. Music. Fire-Proof Dormitory. 26th year. For catalog address Frank S. Hackett, Riverdale-on-Hudson, N. Y.

## Collegiate School

College Preparatory school for boys. Twelve-year course completed in 11 years. Small classes. Experienced teachers. Music, gymnasium, afternoon program, manual training. Est. 1633. Catalogue V. C. B. BOOCOCK, Headmaster, 243 W. 77th St., N. Y. C.

## The HUN School

The school with the unusual educational plan. Exceptional faculty and results. Separate campus for younger boys. Five-day plan for boys from New York and Philadelphia. All sports including polo and chess.

JOHN G. HUN, Ph.D., Headmaster  
103 Stockton Street, Princeton, New Jersey

## PEDDIE An Endowed School for Boys

Peddle students pass College entrance exams, and develop self-reliance and self-control. They lay the foundation for worthwhile, constructive citizenship. Small classes. Fifteen modern buildings. Junior dormitory. Gymnasium, swimming pool. Riding. Golf course on campus of 150 acres. 68th year. Nine miles from Princeton. Summer Session July 17th to Sept. 2nd. Catalogue.

ROGER W. SWETLAND, LL.D., Headmaster  
Box 7V, Hightstown, New Jersey

## BLAIR ACADEMY

A splendidly equipped school for boys in northern N. J. 65 miles from N. Y. C. Graduates in leading Eastern Colleges. 310 acres. Golf. Gym. Pool. Address Charles H. Breed, Ed. D., Box 16, Blairstown, N. J.

## KINGSLEY SCHOOL

For boys. College preparatory. Junior school. Small classes. Near Montclair, 22 miles from N. Y. C. Catalogue. Headmaster, Box V, Essex Fells, N. J.

Vogue's office is in the Graybar Building, adjacent to the Grand Central Terminal. Tel: MOhawk 4-7500. Glad to have you call or come in, any business day.

THESE SCHOOLS & CAMPS WILL GIVE SPECIAL CONSIDERATION TO LETTERS FROM READERS WHO MENTION VOGUE



## BOYS' SCHOOLS

## ROXBURY

A small college preparatory school that has sent 250 boys to leading colleges in five years.

Remarkable college success of graduates due to:  
 Boys Admitted Whenever Vacancies Occur  
 • Small homogeneous classes.  
 • Flexible forms.  
 • Advancement in each subject as rapid as boy's ability permits.  
 • Special help in special difficulties.

A. V. SHERIFF, Headmaster, CHESHIRE, CONN.

## INDIAN MOUNTAIN SCHOOL

Preparing younger boys (8-14) for leading secondary schools. Balanced schedule of classroom work, individual projects and activities. Experienced faculty. Diversified program. *Catalogue on Request.*  
 F. V. Riggs, Headmaster, Lakeville, Connecticut

## CURTIS FOR BOYS 9 to 14

Thorough elementary training in atmosphere of cultured New England home. Small classes. Curtis plan develops sense of responsibility, initiative. 50 acres in Berkshire foothills. Winter sports. 58th year.  
 Head Master, Box V, Brookfield Center, Conn.

## RUMSEY HALL

A Home School for Boys 7 to 14. Situated among the Litchfield Hills. Thorough, efficient instruction in preparing for college preparatory schools. Supervised athletics. L. R. Sanford, Principal, L. H. Schutte, B.A., M.A., Headmaster, Cornwall, Conn.

## WASSOKEAG SCHOOL-CAMP

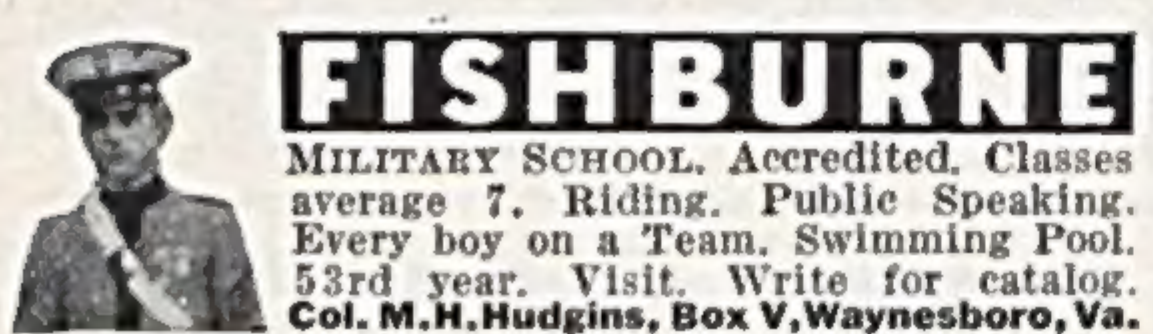
The unique "older boy program". One counselor-teacher for every 3 boys. Write for literature describing the "School-Camp Movement."  
 Lloyd Harvey Hatch, Director Dexter, Maine



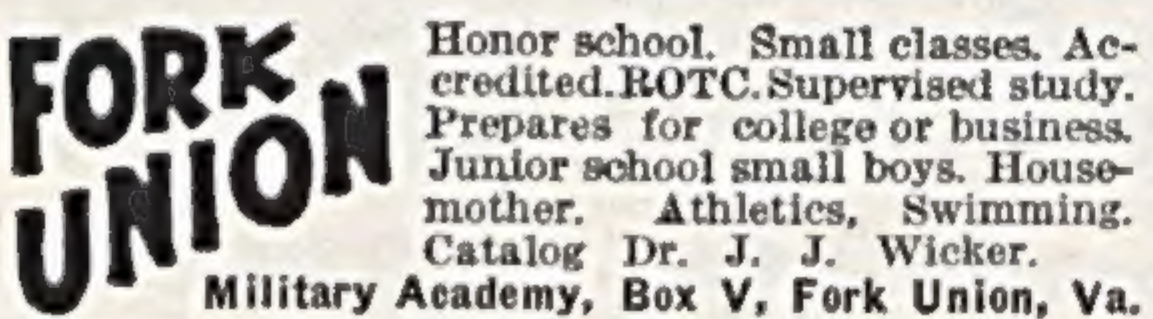
A successful Preparatory School for boys in the mountains of Western Pennsylvania. Rates moderate. Send for "THE KISKI PLAN".  
 Kiskiminetas Springs School Box 911, Saltsburg, Pa.

## STAUNTON MILITARY ACADEMY

Every thoughtful parent of a boy 12 to 18 should know all the facts about Staunton and its training. Write for this information today. Address the Registrar, Box V7, Staunton, Va.



MILITARY SCHOOL. Accredited. Classes average 7. Riding. Public Speaking. Every boy on a Team. Swimming Pool. 53rd year. Visit. Write for catalog.  
 Col. M.H. Hudgins, Box V, Waynesboro, Va.



Honor school. Small classes. Accredited. ROTC. Supervised study. Prepares for college or business. Junior school small boys. House-mother. Athletics. Swimming. Catalog Dr. J. J. Wicker.  
 Military Academy, Box V, Fork Union, Va.

## ABBOTSFORD

Prepares boys of superior traits, 8 to 14 years, for college preparatory schools. Arts and Music. Individual programs. Winter and summer sports under careful supervision. Write Guy Spencer Goodwin, Headmaster, Box 110, Lake Geneva, Wisconsin

## FRESNAL RANCH

Preparatory school for 30 boys, 11-18. Special care given to both health and scholarship. Experienced masters. All year out-door life. 15,000 acre cattle ranch. A horse for every boy. *Catalogue.*  
 BRYAN F. PETERS, Headmaster, TUCSON, ARIZ.

Girls' Schools Abroad can be advertised in Vogue only when they embody the highest of academic, cultural and social standards. Write to some of these schools. Or, if you need some advice of a general nature write to Vogue's School Bureau, 1928 Graybar Building, Lexington at 43rd, New York. Take advantage of Vogue's long and close contact with social and educational life on both sides of the Atlantic, in choosing a school.

## Poise for boys

"But I always thought a military academy was a semi-reformatory," said a business man who was inquiring about a school for his son.

Jim, Jr. was being discussed in the office of one of the best military schools by a father who was taking unusual pains to see that his son was started in the proper scholastic atmosphere.

The commandant explained carefully that military schools are not reformatories and will not retain in their rosters any boys who need severe discipline.

A military school establishes certain appointments which, if not met, carry penalties. It gives thorough instruction and regular exercise. The system works just as inexorably as life itself.

The boy who wants to succeed and become a cadet captain must be able to obey, and to know how to give orders without being overbearing. The few hours a week spent in drill give the boy poise, and force a habit of decision and accuracy which thousands of fathers wish were part of the equipment of their sons. All of this training is in addition to the scholastic work which prepares the boy for the college board examinations so that he may go to college, if that is best for him.

Full details of military schools in any part of the country will be furnished by Vogue's School Bureau, 1928 Graybar Building, 420 Lexington Avenue, New York City.

## SCHOOLS ABROAD—GIRLS

**The Fontaine School Cannes France**  
 A school of established standards on Mediterranean coast. Sports. Intensive French. Junior Group. College prep. Finishing. Music. Art. Travel. Day dept. Paris branch. Miss Fontaine, Villa Montmorency, Cannes, France, or 22 Park Avenue, N. Y. C.

**LA RUCHE** 5, Avenue d'Aligre Chatou, S. & O., France  
 A school for girls in a delightful home near the Seine, 15 minutes from Paris. Exceptional opportunity for intensive study of French. Travel and sports. Summer and winter sessions. Catalogue. MISS M. K. FOWLER, Room 502, 19 W. 44th St., N. Y.

**BRILLANTMONT**  
 Institution Heubi, Lausanne, Switzerland  
 An international enrollment limited to 150 girls. French. Art. Music. Languages. Home Economics. Preparation for College Boards. Fees revised.  
 Mrs. A. V. Hawkins, Venture Farm, Syosset, L. I.

## TRAVEL SCHOOLS ABROAD

**THE DUBLE TRAVEL SCHOOL**  
 ATHENS TO LONDON, FEBRUARY—JUNE  
 A travel course of study for girls who have graduated from American schools. Other courses of travel arranged on request. Address Miss Edith Virginia Duple, 192 Lexington Avenue, New York.

**A TRAVEL-STUDY YEAR ABROAD**  
 A finishing year for small group of girls, Oct. 1933-May 1934. (7 months). By cruise, camel and car, train and steamer. Europe, Near East and Africa, including Egypt, Syria, Palestine, Constantinople, Greece, Morocco. 8 countries in Europe including Spain and Sicily. For prospectus  
 ALICE F. DAY, 21 Downing Street, Worcester, Mass.

The schools advertised in this section will gladly send you their literature.

## HEALTH EDUCATION

**Health Education at Beaver**  
 Suburb of Phila. For women. B.S. degree in 4 yrs. Limited number of scholarships available. Graduates in responsible positions. Convenient practice teaching facilities. Teachers' certificates. Moderate rates. Catalog. Beaver College, Box V, Jenkintown, Pa.

## SOCIAL TRAINING

**HENRIETTA ROBINSON**  
 SOCIAL COUNSELOR  
 Underlying rules which govern good society thoroughly taught. Private or class instruction. Write for Booklet E. 545 5th Ave., N. Y. C. (Murray Hill 2-6153)  
 Branches in Boston, Providence, and London.

## EXCEPTIONAL CHILDREN

**STANDISH MANOR**  
 A happy home school for backward girls. Individual instruction. Delightful location. Out-of-door and water sports. Write for catalog: Alice M. Myers, Principal; Hazel G. Cullingford, Ass't Principal, Box 18, Halifax, Mass.

## The WOODS School

For Exceptional Children Three Separate Schools  
 GIRLS BOYS LITTLE FOLKS  
 Camp with Tutoring. Booklet. Box 169, Langhorne, Pa.  
 Mrs. Mollie Woods Hare, Principal

**BANCROFT SCHOOL**  
 PROGRESS FOR THE RETARDED CHILD  
 Instruction, out-door life, play and medical care combined. Modern Equipment. Resident physician. Summer camp in Maine. Box 345, Haddonfield, New Jersey.

**The Mary E. Pogue School and Sanitarium**  
 Wheaton, Illinois Founded 1903  
 For children and young people needing individual instruction. Special training. Medical supervision. Trained nurses. College trained faculty. Home atmosphere. 25-acre estate. Gratifying results. Many students have continued work in academic schools.

## DRAMATIC ARTS

## American Academy of Dramatic Arts

Founded 1884 by Franklin H. Sargent

THE first and foremost institution for Dramatic and Expressional Training. The instruction furnishes the essential preparation for Directing and Teaching as well as for Acting.

**Teachers' Summer Course**  
 July 10th to August 18th

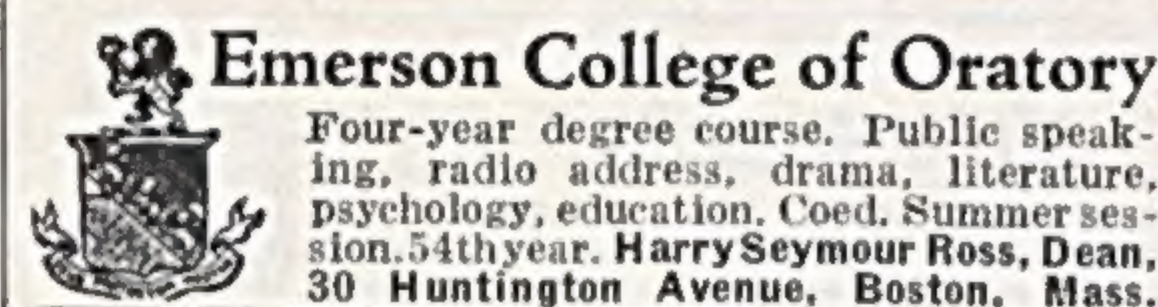
Catalog of all Courses from the Secretary  
 Room 251-F, Carnegie Hall, New York

## ALVIENE SCHOOL OF THE THEATRE

Graduates: Lee Tracy, Peggy Shannon, Fred Astaire, Una Merkel, Mary Pickford, etc. Drama, Dance, Speech, Musical Comedy, Opera, Personal Development, Culture, Stock Theatre appearances while learning. Catalog, write Irwin, 66 W. 85 St., N. Y.

## FEAGIN SCHOOL OF DRAMATIC ART

Acting. Directing. Teaching. Talking Pictures, Radio, General Culture. Children's Classes. Day, Evening. Room 435, 316 W. 57th St., New York



Four-year degree course. Public speaking, radio address, drama, literature, psychology, education. Coed. Summer session. 54th year. Harry Seymour Ross, Dean.  
 30 Huntington Avenue, Boston, Mass.

## LELAND POWERS SCHOOL OF THE THEATRE

Send for illustrated catalogue, Dept. V.  
 Mrs. Leland Powers, Prin., 31 Evans Way, Boston, Mass.

## SECRETARIAL TRAINING

## KATHARINE GIBBS

**SECRETARIAL EXECUTIVE ACADEMIC**  
 Two-Year Course—First year six collegiate subjects; second year intensive secretarial training. One-Year Course of broad business training. Special Course for College Women—separate schedule, special instruction. Catalog: Dean  
 New York Boston Providence  
 247 Park Ave. 90 Marlborough St. 155 Angell St.  
 Day and Resident Schools in New York and Boston

## SCUDDER SCHOOL

For High School graduates and College students. Secretarial, executive, cultural. "1-yr. intensive." "2-yr. comprehensive." Social Welfare course with supervised field work. Day, boarding. Catalog.  
 Miss T. M. Scudder, 66 Fifth Ave., N. Y. C.

## MISS CONKLIN'S SECRETARIAL SCHOOL

105 West 40th St. New York

## PACKARD SCHOOL

75th Year  
 Complete Secretarial, General Business and Accounting Courses. Co-educational for students of college and high school grade. For catalog write:  
 DEAN, 253 Lexington Ave., New York, N. Y.

## C. F. YOUNG SCHOOL

For girls. Superior secretarial training in intensive course—working knowledge in 12 weeks. Individual instruction. Moderate tuition. Established 1884.  
 10 min. from Wall St. Booklet. (MAIN 4-0793.)  
 Box V, 24 Sidney Place, Brooklyn Heights, N. Y. C.

## BALLARD SCHOOL

(60 years)  
 SECRETARIAL TRAINING RETAIL SELLING  
 ABC of HOUSEKEEPING  
 Central Branch  
 610 Lexington Ave. at 53rd St. Y. W. C. A. New York City

The schools advertised in this section will gladly send you their literature.

## MANNEQUIN TRAINING

## MAYFAIR MANNEQUIN ACADEMY

1560 Broadway (Bond Bldg.) New York  
 A fascinating and profitable profession calls you. Become a MANNEQUIN. Learn display of clothes, make-up and commercial photo posing. Demand for all sizes. Free placement service. Booklet.



## APPLIED ARTS

**FASHION ACADEMY**

*Recognized the world over as the finest school of its kind*

**COSTUME DESIGN • STYLING FOR TRADE, SCREEN AND STAGE**

*Individual specialized training under*

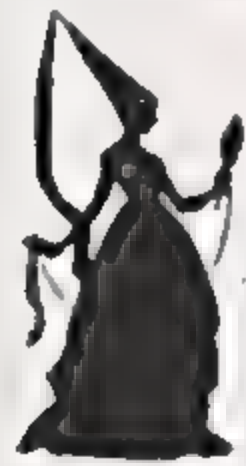
**EMIL ALVIN HARTMAN**

America's foremost style instructor and authority

Personal analysis of each student's requirements. Booklet 5 on request.

**16 EAST 52nd STREET at FIFTH AVE. New York • Plaza 3-1844 • Paris**

**Traphagen School of Fashion**  
1680 BROADWAY [near 52d St.] NEW YORK



Intensive Six Weeks' Summer Course under the personal direction of Ethel Traphagen, the author of "Costume Design and Illustration" (new edition). All phases of costume design and illustration, sketching, styling, fashion forecasting, textile, stage design, pattern-making, dressmaking, millinery, etc., taught in shortest time consistent with thoroughness. Day and Evening, Saturday courses for Adults and Children. Credits given. Our Sales Department disposes of students' work. Every member of advanced classes often placed by our free Placement Bureau. Send for Circular V or Tel. COl. 5-2077.

In first Arnold, Constable & Co. Costume Design Competition over 100 schools and nearly 800 students took part; all prizes awarded to our pupils with exception of one of five third prizes; in latest contest Traphagen students won all awards, as well as all Costume awards in Persian Competition held by Brooklyn Museum, and two 1st Prizes and one 2d Prize out of the four prizes offered in National Silk Exposition; also 1st Prize in Beaux Arts Ball Contest sponsored by Art Alliance of America.

INVESTIGATE BEFORE REGISTERING ELSEWHERE

**INTERIOR DECORATION**

Six Weeks Practical Course

Period and Modern Styles, Furniture, Color Schemes, Draperies, Wall Treatments. Cultural or Professional Courses

Resident Day Classes start July 5th. Send for Catalog 6-R

Home Study Course starts at once. Send for Catalog 6-L

**New York School of Interior Decoration**  
578 Madison Avenue • New York City

**McDOWELL SCHOOL**

**COSTUME DESIGN**

**MILLINERY DRESSMAKING**

Excellent Practical Courses both Elementary and Advanced with Expert Individual Instruction. Best Known School for Actual Trade Work. Regents' Charter. Est. 1876. Catalogue.

**Summer Courses**

71 West 45th St., N. Y. C. BRyant 9-3085

**CHAMBERLAIN SCHOOL**

For Unique Vocations Allied To Art  
One and two year courses preparing girls to be buyers, fashion advisers, shopping counselors, home renovation specialists—or successful home makers. Faculty with practical experience. Field work in leading stores. Write for catalog.

MRS. ELSIE K. CHAMBERLAIN  
736 Boylston Street Boston, Mass.

**FASHION ILLUSTRATION**  
**DRESS DESIGN • STYLING**  
**INTERIOR DECORATION**

Write for information, Department V. C. ■  
Commercial Art School, 116 S. Michigan Ave., Chicago

The schools advertised in this section will gladly send you their literature.

**SUMMER CAMPS****ROSE HAVEN**

Highland Camp for Girls 5-15 Years  
Varied program. Archery, crafts, naturelore, trips, dancing, dramatics. Riding. All sports. Finest living conditions. 14th season. Moderate fee.  
Address: Miss Mary Birchard, Rockleigh, N. J. P. O., Northvale.



**PEAK AND PINE** A Camp for Girls  
San Jacinto Mountains California  
Tenth Season. Limited to 25 girls—9 to 15. Resident physician. Riding, Swimming, Dramatics. All camp activities. Director.  
Harriet A. Snyder, 1833 Verdugo Vista  
Glendale, California

THESE SCHOOLS & CAMPS WILL GIVE SPECIAL CONSIDERATION TO LETTERS FROM READERS WHO MENTION VOGUE

## FINE AND APPLIED ARTS

**NEW YORK SCHOOL OF FINE & APPLIED ART (Parsons)**

William M. Odom, President

**NEW YORK ENTER IN SEPTEMBER**  
**PARIS**

The only school of its kind for international professional art training. Courses offered in Interior Architecture & Decoration, Costume Design & Illustration, Graphic Advertising, Teacher Training, etc. Last year's student body represented 34 States, Canada and 4 Foreign Countries.

INQUIRE NOW! Catalogues Sent on Request.  
Address Box V, 2239 Broadway, New York

**GRAND CENTRAL SCHOOL of ART**

INDIVIDUAL talent developed by successful modern artists. Drawing, Painting, Sculpture, Illustration, Advertising Illustration, General and Commercial Design, Costume Design, and Interior Decoration. Day and Evening Classes. Catalogue.  
7002 Grand Central Terminal, New York City

**CHILD WALKER**

**SCHOOL OF FINE ARTS**  
(Formerly School of Fine Arts)

COURSES in Drawing, Painting, Design, Interior Decoration, Illustration, Costume Design, Crafts, Academic department. Summer school in Italy. Write for catalog.  
BOX V, 234 BEACON ST., BOSTON, MASS.

**N. Y. SCHOOL OF DESIGN**

Founded 1897 by Douglas John Connah. Commercial, Costume and Textile Design. Interior Decoration. Illustration and the Fine Arts. Day and evening classes. Enroll now! Catalog V. 625 Madison Ave., New York City. Phone Vo-5-1926.

**Phoenix Art Institute**

Pent House Studios with ample north light. Study Fine Arts, Commercial Art, Illustration and Sculpture with outstanding artists—Biggs, Fogarty and others. Day and Evening. Beginners and advanced. Enroll now. Bulletin V. 350 Madison Ave., New York City.

**THE HARTFORD ART SCHOOL**

280 Collins Street, Hartford, Conn.

A complete school under the instruction of practicing artists, with a thoroughly contemporary point of view, based on traditional fundamentals. Complete information on request. Frederic S. Hynd, Director.

**SCHOOL OF THE BOSTON MUSEUM OF FINE ARTS**

Drawing—Painting—Sculpture—Metal Work—Industrial Design. Resident and Travelling Scholarships. Write for Catalog of the 57th Year  
236 Fenway Boston, Massachusetts

**VESPER GEORGE**

School of Art 300 Students  
BOSTON SUMMER SCHOOL  
Booklet. 42-44 St. Botolph St., Boston, Mass.

**MARYLAND INSTITUTE**

1825-1933 Baltimore, Md.  
Courses in Fine Arts, Teacher Training. Advertising and Costume Design. Interior Decoration. Stage Craft, etc. Rinehart School of Sculpture. Catalogue on request.

**NATIONAL SCHOOL OF FINE AND APPLIED ART**

Interior Decoration, Color, Costume, Commercial Art, Poster, Design, Dynamic Symmetry, Life, Dormitory. Catalog. Felix Mahony, Pres., Dept. V. Connecticut Ave. and M., Washington, D. C.



**SUMMER COURSES USING A CENTURY OF PROGRESS IN TIMELY ART SUBJECTS**  
July 3 to Aug. 25

**CHICAGO ACADEMY OF FINE ARTS**  
16 SOUTH MICHIGAN AVE. • • CHICAGO

**ARTS****KING-SMITH STUDIO SCHOOL**

OF WASHINGTON and PARIS

Music, Dancing, Dramatics, Languages, Literature, Art, Residential. Mr. & Mrs. August King-Smith, Directors, 1755 New Hampshire Ave., Washington, D. C.



Look for this tag on merchandise in Vogue's Smart Economy pages. It assures your getting the original models selected by Vogue.

THIS MODEL HAS BEEN SELECTED BY **VOGUE'S** FASHION EDITORS for PRESENTATION IN VOGUE'S PORTFOLIO OF SMART ECONOMIES

*Vogue's Smart Economies*  
*and where to purchase*

The models shown in Vogue's Smart Economies (pages 54 and 55) may be purchased in smart shops in New York and throughout the United States including:

ASBURY PARK, N. J. Best & Co.	EASTON, PA. Gier's, Inc.	OMAHA, NEBR. J. L. Brandeis & Sons
ATLANTA, GA. Davison-Paxon Co.	EVANSTON, ILL. Marshall Field & Co.	PEORIA, ILL. Block & Kuhl Co.
BALTIMORE, MD. Hutzler Bros. Co.	HONOLULU, HAWAII The Liberty House	PHILADELPHIA, PA. B. F. Dewees
BIRMINGHAM, ALA. Burger-Phillips Company	GARDEN CITY, L. I., N. Y. Best & Co.	Nan Duskin
BROOKLINE, MASS. Best & Co.	GREENWICH, CONN. Franklin Simon & Co.	126 So. 18th St.
BROOKLYN, N. Y. Abraham & Straus, Inc.	JACKSONVILLE, FLA. Cohen Brothers	PITTSBURGH, PA. Joseph Horne Co.
BUFFALO, N. Y. Wm. Hengerer Co.	KANSAS CITY, MO. Rothschilds on Main at 10th	PROVIDENCE, R. I. Frances Waterman, Inc.
CHICAGO, ILL. Marshall Field & Co.	LAKE FOREST, ILL. Marshall Field & Co.	ROCHESTER, N. Y. McCurdy & Co.
DALLAS, TEXAS A. Harris & Co.	LITTLE ROCK, ARK. The M. M. Cohn Co.	SACRAMENTO, CAL. Hale Bros. Inc.
DAYTON, OHIO The Elder & Johnston Co.	LOS ANGELES, CALIF. Bullock's Inc.	ST. LOUIS, MO. Scruggs-Vandervoort
DENVER, COLORADO Daniels & Fisher Stores Co.	MADISON, WIS. Harry S. Manchester, Inc.	Barney Dry Goods Co.
DES MOINES, IA. Younker Brothers, Inc.	MAMARONECK, N. Y. Best & Co.	SCHENECTADY, N. Y. H. S. Barney Co.
EAST ORANGE, N. J. Best & Co.	OAK PARK, ILL. Marshall Field & Co.	SOUTH BEND, IND. George Wyman & Co.
B. Altman & Co.		TROY, N. Y. G. V. S. Quackenbush Co., Inc.
		WHITE PLAINS, N. Y. B. Altman & Co.
		WILKES-BARRE, PA. The Isaac Long Store

• If no shop in your city or shopping center is listed above, write to Vogue, 420 Lexington Avenue, New York City, and we will be glad to give you the address where the Smart Economy Models are available. Be sure to state exactly what model or models you are interested in. Enclose a stamped, addressed envelope.



# Vogue's address

## A ART NEEDLEWORK

**CROCHET YOUR HEIRLOOM** bedspreads yourself, imported "Schweitzerthal," softest cotton yarn spun for 100 yrs., Natural or White. \$1.50 per 7 oz. pkg. Henry Hesse, Importer, 641 Madison Ave. (59-60 Sts.), N. Y.

## B BAGS

**LADIES' BAGS.** We specialize in recovering and mending all kinds of bags. Models made to order in Tapestry, Needlepoint, Petit Point. Send for catalog. Wm. Nibur, 2432 B'way, 510 & 669 Mad. Ave., N.Y.

## BEAUTY CULTURE

**EYEBROWS & LASHES** darkened permanently with Colours. Eliminates daily make-up. Sold everywhere. \$1.25 postpaid. Treatment 50c at Spiro's, 26 West 28th St. & 35 West 46th St., N. Y.

**MULTIPLE ELECTROLYSIS**—Mary Elizabeth Scollan, Personal Service only. Free booklet. Address 1 West 34th St., near 5th Ave., Room 709, New York City. Telephone Wisconsin 7-7889

**ELLA LOUISE KELLER'S** personal method of Electrolysis satisfactorily destroys Superfluous Hair. Only method recommended by physicians. 11 W. 42 St., N. Y. Long. 5-6537. Also Chicago—Minneapolis

**NATALIE TOVIN**, Reg. Nurse, uses her improved method of painless electrolysis to remove superfluous hairs permanently, any thickness. Endorsed by physicians. Med. Arts Bldg., 57 W. 57 St., N.Y. Wick. 2-3841

## C CHILDREN'S CLOTHES

**TOBY**—38 EAST 57TH ST., N. Y. C. Lovely layettes and Baby presents moderately priced. Girls' dresses up to 16 in smart designs. Harris Tweed Coats \$11.50 and Scotch sweaters in all sizes

## CHINA & ARTWARE

"CANADA'S MOST TALKED ABOUT GIFT shop." Wonderful selection of English Bone China. New Dinnerware booklet will be sent on request. Herbert S. Mills, Hamilton, Canada

## CORSETS

**MISS ELEANOR, FORMERLY with MME. BINNER.** Modern art in corsetry. The Strapless Brassiere, for evening, a specialty. A perfect fit suiting your individual needs is guaranteed. 44 W. 56th St., N. Y.

## D DELICACIES

**VENDOME**—Specialist in highest grade fresh Russian Caviar. Large assortment of all fine table delicacies. Write for catalogue V. 18 East 49th Street, New York City. Wickersham 2-2224

## HAIRDRESSING ESTABLISHMENTS (Cont.)

**DIMITRY**—Coiffeur to New York's gentlewomen. Formerly the personal representative in this country of Antoine. Consultation by appointment. Salon at Milgrim, 6 West 57 St., New York. Circle 7-7200

**EMILE, YOUR HAIRDRESSER.** 142 W. 57th Street. Visit our shop once and convince yourself that the reputation of this name is deserved. Complete beauty culture in all of its branches. Circle 7-1995

**MARTIN** announces his own Wave of Economy at \$10. This famous Permanent was formerly \$15 and up. Martin from Vienna, 7 East 46th St. (West of Ritz). For an appointment telephone Plaza 3-6262

**ANTHONY & FRANCIS'** permanent waves are justly famous. Personally and skillfully done by Anthony & Francis and shaped into a distinguished coiffure. 543 Madison Ave., N. Y. Wick. 2-2053-4

## HAIR & SCALP SPECIALIST

**YOUR HAIR FALLING?** Have scalp scientifically treated; original Waldeyer & Betts Swedish Method. Anna S. Burke, 665-5th Avenue, New York City. Telephone Plaza 3-2812. Booklet

## HAIR COLORING

**HAIR-COLORING DONE SCIENTIFICALLY** on gray and fading hair, with beautiful, natural results. Scalp treatments sponsored by physicians. Mary Greene, 1 East 53rd St., N.Y.C. Plaza 3-0591

**MME. MAYS**—Scientific facial rejuvenation; lines, wrinkles, freckles, blemishes removed. Skin restored to youthful freshness. Physicians' endorsements. Free booklet. 38 W. 53rd St., N. Y. Wickersham 2-7054

**FACE LIFTING** by Bloodless Surgery—no cutting, no peeling. Only one of its kind in U. S. Removes all age signs without pain or season of retirement. The Renna Method, 171 W. 57th St., Circle 7-7127

**HAIR on the FACE** removed permanently. Roots destroyed. Absolutely no pain. Method endorsed by leading physicians. Consultation free. Write for Booklet V. Mme. Frances, 11 W. 42, N. Y. Lack. 4-2778

**PLASTIC SCIENCE** as perfected at the great Polyclinic of Vienna. Noses reshaped, wrinkles, signs of age, moles, scars and blemishes removed—low fees. Booklet 31 free. Dr. Stotter, 50 E. 42 St., N. Y. C.

**FLESH REDUCING CREAM.** Reduce from three to five pounds a week. Sample jar with instructions \$2.50. No diet or strenuous exercise. Harmless. Leslie, 5442 Virginia Ave., Hollywood, California

**EUNICE SKELLY**—Rejuvenation Specialist. Consult me before surgical or non-surgical Face, Neck or Bust "Lifting." Trustworthy advice. Lower fees. Suite 956, Park Central Hotel, 7 Ave. & 55th

**ANGEL CREAM**—hormone emollient, firms and rejuvenates aging face, neck, hands. \$1.50, \$7.50. Angela Varona Salon, 660 Madison Ave., N. Y. Regent 4-7118. Varona Facial Treatments—Hairstyling

**MADAME INA de CRIS** presents for the first time to the American woman of discrimination 4 different kinds of superior face creams that completely fulfill every need of the skin. Special one time introductory offer of these famous creams for \$1. with directions. Prevents sunburn, dry peeling. Regular price 75c to \$6. Ask your druggist or beauty salon or write Ina de Cris, 44 E. 67 St., N. Y. C.

**MRS. D. DURANT** (Multiple Electrolysis Specialist). Superfluous hair and facial blemishes permanently & painlessly removed. Physicians' endorsement. 507 Fifth Ave. (42 St.), N. Y. Murray Hill 2-3314

**MADAME CASNATI** says "Soap is King of all cosmetics." (With few exceptions.) Casnati Gelee Savonneuse \$2.00 a jar. Send for free skin analysis. 38 East 57th Street, New York City

**PLASTIC SURGERY.** Corrections of ill-shaped noses, ears, lips and eyelids. Sagging muscles and wrinkles eliminated by face-lift. Dr. M. W. Mootnick, 1049 Park Avenue, New York. Atrwater 9-3826

**PUT YOUR FACE ON A SIMPLE DIET** and see how grateful it is! The all-purpose cream, \$1.50; tonic-astringent \$1.00. Send for booklet & sample of cream gratis. Helen Winslow, 665-5th Ave., N. Y.

**FOR SUMMER SKINS:** The basic cream of my Salon Treatment for sun-dried dryness. Laboratory tested. Invaluable for chronic dryness. Laboratory tested. 2.00, 3.75, 7.50. Margaret Jenkins, 19 E. 57, N. Y.

## BON VOYAGE & GIFT BASKETS

**ALICE H. MARKS.** 19 East 52nd Street. Is showing a new assortment of Gift Baskets & Packages containing delicious tidbits to tempt the most fastidious. Mail orders given special attention. Plaza 3-7282

**VOGUE** offers you this classified Guide as a convenience when shopping. Here you will find many interesting and out-of-the-way shops. Patronize them once, and you will return many times

## DRESS SHOPS

**JANE ENGEL**—AT 1046 MADISON AVENUE. New York City, is known for smart hats and dresses at extremely moderate prices, catering to both misses and women. Tel. Butterfield 8-5018

**FRANCES WATERBURY, INC.** 34 E. 61, N. Y. C. Where you can be dressed in charming manner for \$13.95—\$23.50. Dresses are selected & shown by women of social distinction & excellent taste. Alterations

**UNUSUALLY SMART DRESSES AT \$16.50.** Sizes 12 to 40. Excellent Values. Chic and Wearable. Hats made of matching materials. Mail orders. Irene Franks, 48 West 56th St., N. Y. City

**JANINE—CARLYLE HOTEL, 981 MADISON AVE.** presents Summer Fashions in Frocks, Gowns, Sportswear. Dresses and Ensembles with hand-touched created by prominent designers all priced at \$13.75

## DRESSMAKING & REMODELING

**MISS VALENTINE**—Dressmaker. Smartly sophisticated gowns and wraps designed. Imports expertly copied. Gowns carefully remodeled. Prices moderate. 665 Fifth Ave., New York City. Vol. 5-4941

**MME. CLERY—HIGH CLASS DRESSMAKING.** Evening Gowns and Wraps. Your own material used. Remodeling a specialty. Attractive prices. 820 Lexington Ave., N. Y. Regent 4-5847

## E ENTERTAINMENT

**YOUR INDIVIDUAL HOROSCOPE** written in detail \$5.00; including two year forecast \$10.00. Send date, hour, and place of birth. Cornelia Kane—Astrologer. 509 Fifth Avenue, New York City

**UNDECIDED? Let me help you.** Send complete name at birth, birthdate and \$2. for original, scientific, individual work which includes immediate forecast. Hester Peabody, 636 Beacon St., Boston, Mass.

## F FURS

**COLD FUR STORAGE**—Coats restyled during summer at reasonable prices including free storage. Coats refined & reglazed from \$16.50. Richard Koppen, formerly with Gunther, 17 W. 45 St., N. Y. Br. 9-3368

## H HAIRDRESSING ESTABLISHMENTS

**J. SCHAEFFER**, New York's leading Permanent Wave Specialist. All methods. Individualized service. Flat-ironing effects. J. Schaeffer, Inc., 590-5th Ave. at 48th St., N. Y. BR. 9-7615, & Hotel St. Regis, PL. 3-4500

**CHARLES BOCK**, authority on permanent waving. Specialist on white and bleached hair. Individual Bobs and Hair Goods. Charles Bock, 20 East 57th Street, N. Y. Plaza 3-5610

## HAIR GOODS

**CLEMENT'S** Parisian Bobs and Transformations; undetectable; finest quality and workmanship; moderate prices. Booklet, Mail orders a specialty. B. Clement, 46 West 56th St., N. Y. C. (Est. 30 years)

**FRANCOIS QUALITY TRANSFORMATIONS.** Newest bob wigs of finest French Hair—with invisible parting, light and comfortable—1933 prices—booklet. Mail orders. Francois Hair Specialist, 9 E. 49 St., N. Y.

## L LACES

**E. ZALLIO**—Est. 1903. Antique & Modern Laces, Banquet Cloths, Napkins, Bridal Boudoir Laces, Unusual Gifts, Memorial Altar Pieces from your laces. Remodeling, Cleaning, Mending, Reweaving. 561-5 Ave., N. Y.

## LINGERIE

**LUXURIOUS LINGERIE CUSTOM-MADE.** Boyish pajamas, mannish robes, exquisite negligees, hostess gowns, blouses individually made. All finest materials & fitted perfectly. Martha-Rose, 501 Mad. Ave., N. Y.

## M MENDING & REPAIRING

**INVISIBLE REWEAVING**—Moth Holes, Tears, Burns in Garments, Shine Permanently removed. Reliable service. Lowest Prices. Guarantee Damage Weaving Co., 146-5th Ave. (19-20 Sts.), Chelsea 3-2624

**TEARS, BURNS, MOTH HOLES**, and fabric rewoven like new—linens, silks and laces a specialty. Catering to finest shops and people. P. P. Service. French American Re-Weaving Co., 102 W. 57 St., N. Y.

**REWEAVERS, REPAIRERS** of Tapestries, Laces, Linens, Antiques, Silks, Dresses, Clothing, Knitwear, Rugs, Furniture Fabrics. No damage hopeless. La Mera Studio, 345 West 58th St., N. Y. C.

## MILLINERY

**REMODELER OF HATS "A Hat of Yesterday"**—redesigned into a "last word" creation. Smart new Hats to order. Mail Orders a specialty. Prices reasonable. Irene Franks, 48 W. 56th St., N. Y. Circle 7-6295

## MOURNING APPAREL

**ARTHUR MULLEN**, 19 East 49th Street, New York. Correct mourning in Hats, Veils, Gowns, Coats, and accessories of all kinds. We have specialized in this attire for years

## N NAME TAPES

**CASH'S WOVEN NAMES** for marking clothing, household and hotel linens, etc. Write for styles and prices. J. & J. Cash, Inc., 13th St., So. Norwalk, Conn., or 6203L So. Gramercy Place, Los Angeles, Cal.



## book

# PERSONAL SERVICE

**ARE YOU WARDROBE WEARY?** Slightly used apparel of the better sort re-sold through The Dressing Room Re-Sale Service, 132 West 4th Street, New York City. Tel. SPring 7-0667. Hours 12 to 7:30

## PLAITING

**SADLEIR**—38 West 34th Street, New York City. Plaiting, Hemstitching, Hand & machine button holes, Buttons and Buckles covered from your material. Cleaning and Dyeing. Lackawanna 4-2069

## SHOES

**SHOECRAFT SALON** "fitting the narrow foot" in sizes 1-11 AAAAA to C. French and English models in street and evening footwear. Send for catalog VB. Fit Guaranteed. 714-5th Ave., New York

## SHOPPING COMMISSIONS

**MRS. SARAH BOOTH DARLING.** Purchasing Agent. Accompanies out-of-town patrons, also shops for you. No charge for services. Shoppers' Magazine free. 155 W. 78th St., N. Y. C. Tlafaigar 7-6450

**GEORGETTE DUNBAR EVANS** keeps you in touch with New York's modes; shops for or with you gratis. Interior decorating. Send for "The Shopper" magazine. 522-5th Ave., N. Y. Murray Hill 2-1193

**AUDREY T. McALLISTER** offers her experience and service to you gratis; shopping for you or with you in the best New York shops. 551 Fifth Avenue, New York. Telephone Murray Hill 2-8179

**YOUR SHOPPING** made easier. We know merchandise, styles and economical ways to buy. Send for "The Shopper." Spanish clientele invited. Mrs. Lewis Middleton, 368 5th Ave., N. Y. Wisc. 7-1683

## SWIMMING SCHOOL

**MARY BEATON SCHOOL FOR SWIMMING, INC.** Expert instruction. Gymnasium. Massage. Special ten plunge ticket—\$5. Send for Booklet C. Mary Beaton, The Barbizon, 140 E. 63rd St., Regent 4-7796

## TROUSSEAU

**PURPLE BOX**—11 EAST 55th ST., N. Y. C. Handmade Lingerie, Negligees and Linens. Unusual gifts for the sick room. Travelling novelties. Exquisite monogramming. Hand-work a specialty. Prices moderate

## WEARING APPAREL BOUGHT

**MME. NAFTAL**, Bryant 9-6268, will purchase at highest valuation slightly used gowns, wraps, furs, diamonds, jewelry, silverware. Write or call 69 West 45th St., N. Y. Bryant 9-6268, 9-6269

## WEDDING STATIONERY

**ENGRAVED WEDDING** Invitations and Announcements. Everett Waddey Co. has for generations insured highest quality at reasonable prices. Prepaid Book Wedding Etiquette Free. 5 S. 11th St., Richmond, Va.

## WEIGHT REDUCING

**LADIES ATHLETIC CLUB** latest reducing devices. Battle Creek Vibrators, Mechanical Horse, Ring Roller, Electric Baths, Scotch Douche, Swedish Massage, Paraffin Packs, Park Central Hotel, 7 Ave. (55), N. Y.

**CHRISTINE MIDSKAUG'S** Reducing Institute, Electric Cabinets, Blankets—Swedish Massage, Ring Rollers, Paraffin Packs, Sun Ray Lamps. 427 Flatbush Ave. Ext., Brooklyn, N. Y. nr. Fulton St. NEV. 8-2344

**REDUCING DIET**—Recommended by Physicians. No exercise, no drugs or medicines. Lose a pound a day without starving. Full instructions \$3. Mrs. Merritt Greene, 501 So. 12th St., Marshalltown, Ia.

*First spend a minute or two with Vogue's address book... then spend each dollar wisely and well.*

# SOCIETY

## DEATHS

### UTICA

**Lowery**—On May 19, in Utica, New York, Emily Gale Marklove Lowery, wife of the late James L. Lowery.

## BIRTHS

### NEW YORK

**Ashforth**—On May 16, to Mr. and Mrs. H. Adams Ashforth (Mariana T. Richardson), of Greenwich, Connecticut, a son.

**Beebe**—On June 1, to Mr. and Mrs. John H. Beebe (Fannie I. Helmuth), a son, John H. Beebe, junior.

**Bergh**—On May 18, to Mr. and Mrs. Roland C. Bergh (Helen Sands Throop), of Woodmere, Long Island, a daughter, Elizabeth Lockwood Bergh.

**Biddle**—On June 4, in Paris, France, to Mr. and Mrs. Anthony J. Drexel Biddle, junior, (Margaret A. Thompson), a son.

**Bishop**—On May 21, to Mr. and Mrs. Nathaniel Bishop (Joan Stanford), of Fairfield, Connecticut, a daughter, Judith Bishop.

**Bon de Sousa**—On May 27, to Mr. and Mrs. Manuel J. Bon de Sousa (Grace B. Birge), a daughter, Pepita Jeanne Bon de Sousa.

**Brewer**—On May 14, in New York City, to Mr. and Mrs. Warren Brewer (Elizabeth M. Hunt), of Mount Kisco, New York, a son, Roger Conant Brewer.

**Douglas**—On May 30, to Mr. and Mrs. Barclay K. Douglas (Jane E. Foster), a daughter.

**Ekelund**—On June 2, to Mr. and Mrs. Lars D. Ekelund (Dora H. Donaldson), of "Turkey Knoll," Tuckahoe, New York, a daughter.

**Farrelly**—On May 18, to Mr. and Mrs. Richard L. Farrelly (Mary-Catherine Ritchie), of New York City and Morristown, New Jersey, a daughter.

**Gray**—On May 27, to Mr. and Mrs. Austen Townsend Gray (Laura H. Holmes), a daughter.

**Herndon**—On May 28, to Mr. and Mrs. Hugh Herndon, junior, (Mary Ellen Farley), of Westport, Connecticut, a son.

**Lowry**—On May 12, to Mr. and Mrs. David Auld Lowry (Cordella E. Dominick), a son, David Auld Lowry, junior.

**Maxwell**—On May 21, to Mr. and Mrs. John Courtlandt Maxwell (Genevieve M. Mangam), a daughter.

**Oliver**—On May 23, to Mr. and Mrs. Peter Oliver (Katharine E. Starr), a daughter.

**Peale**—On May 24, to Mr. and Mrs. Franklin V. Peale (Ethel Phelps Stokes Hoyt), of New York City and Darien, Connecticut, a son, Sherman Peale.

**Sloan**—On May 16, to Mr. and Mrs. George A. Sloan (Florence Lincoln), a daughter.

**Thompson**—On May 16, to Mr. and Mrs. D. G. Brinton Thompson (Anne Harrison Blgelow), a daughter, Emilia Brinton Thompson.

### DES MOINES

**Miller**—On May 21, to Mr. and Mrs. Harlan S. Miller (Doris Green), a son, Harlan Stuart Miller, junior.

### HOUSTON

**Slack**—On May 14, to Mr. and Mrs. Thomas Slack (Kate Keene Johnson), a daughter, Carolyn Keene Slack.

### PHILADELPHIA

**Berwind**—On May 15, to Mr. and Mrs. Charles G. Berwind (Ellen W. McMichael), of Paoli, Pennsylvania, a son.

**Fisher**—On May 19, to Mr. and Mrs. J. Tabb Fisher (Josephine Houston Smith), of Haverford, Pennsylvania, a son.

**Graham**—On May 22, to Mr. and Mrs. Frederic W. W. Graham, junior, (Bertha F. Smythe), of Mount Airy, Pennsylvania, a son.

**Masland**—On May 17, to Mr. and Mrs. James G. Masland (Ethel Bunting Stafford), of Chestnut Hill, Pennsylvania, a son.

**Mohr**—On May 26, to Mr. and Mrs. J. Ferguson Mohr (Louise Dixon), of Mount Airy, Pennsylvania, a son.

**Morrison**—On May 12, to Mr. and Mrs. Thomas Morrison, junior, (Sara Mary Barnes), of "The Trees," Haverford, Pennsylvania, a daughter.

**Rakestraw**—On May 26, to Mr. and Mrs. Edward Hyde Rakestraw (May Therese Groves), of Haverford, Pennsylvania, a son.

**Worth**—On May 24, to Mr. and Mrs. William A. Worth (Jane R. Richards), of Wilmington, Delaware, a son.

### POUGHKEEPSIE

**Strite**—On May 13, to Mr. and Mrs. Robert Strite (Eleanor Moody), a son, John Moody Strite.

### WATERBURY, CONNECTICUT

**Goss**—On May 11, to Mr. and Mrs. William M. Goss (Harriet Anne Buckingham), a daughter, Patricia Anne Goss.

## WEDDINGS

### NEW YORK

**Brainard-Vietor**—On May 26, at "Little Brook," Greenwich, Connecticut, Mr. William W. Brainard, junior, of New York City, son of Mr. and Mrs. William W. Brainard, and Miss Katrin Ruth Vietor, daughter of Mr. and Mrs. Ernest Gunther Vietor.

**Carpenter-Schreiber**—On May 6, in Saint Barnabas Church, Irvington-on-Hudson, New York, Dr. Cedric Caesar Carpenter, son of Captain Dudley N. Carpenter, U. S. A., and Mrs. Carpenter, and Miss Ottilie Elisabeth Schreiber, daughter of Mr. and Mrs. Otto A. Schreiber, of New York City.

**Cornell-Laimbeer**—On May 18, Mr. F. Shepard Cornell, of New York City and Greenwich, Connecticut, son of the late Mr. and Mrs. George B. Cornell, and Miss Nathalie Lee Laimbeer, daughter of the late Mr. and Mrs. William Laimbeer, of New York City.

### BOSTON

**Bancroft-Dow**—On June 7, in Saint Paul's Church, Newton Highlands, Massachusetts, Mr. Hugh Bancroft, junior, son of Mr. and Mrs. Hugh Bancroft, of Boston and Cohasset, Massachusetts, and Miss Marjorie Stone Dow, daughter of Mr. and Mrs. Clifford W. Dow, of Newton Highlands.

**Beveridge-Scaife**—On June 21, in Saint Michael's Church, Milton, Massachusetts, Mr. Albert J. Beveridge, junior, son of Mrs. Albert J. Beveridge, and Miss Elizabeth L. Scaife, daughter of Mr. and Mrs. Roger L. Scaife, of Milton.

**Petrash-Lindsay**—On May 27, in Saint Mark's Church, Southboro, Massachusetts, Mr. Carl Schurz Petrash, junior, son of the late Carl Schurz Petrash and Mrs. Petrash, of New York City, and Miss Florence Lindsay, daughter of Mr. and Mrs. Thomas Poultney Lindsay, of "Lynbrook," Southboro, Massachusetts.

**Taylor-Russell**—On June 14, in Saint Paul's Church, Brookline, Massachusetts, Mr. William Simpson Taylor, son of Colonel Theodore B. Taylor and Mrs. Taylor, of Cohasset, Massachusetts, and Miss Phebe Russell, daughter of Mr. and Mrs. Benjamin F. W. Russell, of Brookline and "Westcliff," Nantucket, Massachusetts.

### CLEVELAND

**Childs-Hitchcock**—On May 27, at "Berkshire Farms," Mentor, Ohio, Mr. Frederick Robbins Childs, son of the late Frederick Robbins Childs and Mrs. Childs, of New York City, and Miss Mary Alexandra Hitchcock, daughter of Mr. and Mrs. Charles Wilcox Hitchcock, of Cleveland and Mentor, Ohio.

**Hogen-Hine**—On June 24, at "Squire Valleeview," Hunting Valley Village, Mr. Charles Robert Hogen, of New York City, and Miss Carolyn K. Hine, daughter of Mr. Charles P. Hine, of Cleveland, Ohio.

**Schafer-King**—On May 18, Mr. Gilbert P. Schafer, son of Mr. and Mrs. Albert E. Schafer, and Miss Frances King, daughter of Mrs. Ralph T. King.

### DES MOINES

**Davis-Swanson**—On May 20, Mr. Joseph Pomeroy Davis, son of Mr. and Mrs. James Cox Davis, and Miss Maribea Swanson, daughter of Mr. and Mrs. Frederick Warren Swanson.

### FLINT, MICHIGAN

**Armstrong-Buckingham**—On May 16, in Saint Paul's Episcopal Church, Mr. Lawrence Belmar Armstrong, son of Mrs. Robert T. Armstrong, and Miss Nancy Isabell Buckingham, daughter of Mrs. Frank D. Buckingham.

### KNOXVILLE

**Kohlhase-Baumann**—On May 18, Mr. Charles Kohlhase, son of Mr. and Mrs. Emile R. Kohlhase, and Miss Beverly Brock Baumann, daughter of Mr. and Mrs. J. Frederick Baumann.

### OMAHA

**Morsman-Caldwell**—On May 20, Mr. Edgar Morsman, third, and Miss Julia Bush Caldwell.

### SAINT LOUIS

**Meier-Ball**—On June 14, in the Webster Groves Presbyterian Church, Webster Groves, Missouri, Mr. Duncan Ivers Meier, junior, son of Mr. and Mrs. Duncan I. Meier, and Miss Marie Pauline Ball, daughter of Mr. and Mrs. George L. Ball.

### WILMINGTON

**du Pont-Hulburt**—On May 14, at Elkton, Maryland, Mr. Victor du Pont, third, son of Mr. and Mrs. Victor du Pont, junior, and Miss Marie Louise Hulburt, of Keswick, Virginia.

### WINNIPEG, CANADA

**Durley-Clark**—On May 12, in All Saints' Church, Mr. Thomas Richard Durley, son of Mr. and Mrs. R. V. Durley, of Montreal, Canada, and Miss Mary Margaret Clark, daughter of Mr. Douglas A. Clark, of Winnipeg.



# THE DOG MODE OF VOGUE

## Cocker Spaniels



*"Why do we and our playmates  
have to go to shows when we  
all are so happy here?"*

### Anchor Farm Kennels

Breeders of Cocker Spaniels  
P. O. Box 344 Stamford, Conn.  
Kennels—358 Glenbrook Road  
TELEPHONE 3-0730

## Mr. & Mrs. W. M. Duryea's COCKER SPANIELS

Satisfy every demand for a dog suitable for children or adults. Sweet in manner and steady in temperament. We offer them in solid and parti-colors of various ages in both sexes.

WILMARLAND KENNELS  
Brookville Road, Jericho, L. I., New York  
Phone Syosset 924

## COCKER SPANIELS



We are offering some unusual puppies, bred for quality and disposition.

MRS. ARTHUR VOGEL  
Owner

FREELAND KENNELS  
West Long Branch, N. J.  
Tel: Long Branch 3383



### Rowcliffe Cocker Spaniels

are synonymous for happy healthy dogs of selected breeding guaranteed against distemper and backed by the owner. If you want a dog you need a ROWCLIFFE COCKER. Visitors are welcome and inquiries solicited. Prices are adjusted to present conditions. Write to Mrs. Moffit

ROWCLIFFE KENNELS  
Route 9, Poughkeepsie, N. Y. Tel. 1850



## DEL VILA KENNELS

Registered A. K. C.

Cocker Spaniels, Scottish Terriers, Wire  
Fox Terriers and Pekingese Puppies

Phone Old Mamaroneck Rd.  
Scarsdale 551 Scarsdale, N. Y.

## TRAINING—BOARDING

### ALL BREEDS

Trained dogs at moderate prices on hand.

Dachshund puppies.

Write for circular.

WEBER'S  
TRAINING SCHOOL  
Princeton, N. J. Tel. 499  
Express Highway 28

Specific questions  
on dog subjects  
will gladly be answered by  
The Dog Mode of Vogue



The Pekingese Hei-T'sun of Caversham Clamarlow.  
Owned by Clamarlow Kennels

## Favored of an Empress

Long ago, before the recording of Time, a certain King among Lions became enamoured of a Marmoset. Ah Chu set but one condition to their marriage—for Ah Chu is wise as Patron Saint of the Animals—that the Lion sacrifice his strength and his size for Love. The Lion accepted Ah Chu's decision.

The son of their marriage was the Pekingese . . . all the tenderness of the Marmoset in his eyes . . . the noble dignity of the Lion in his bearing . . . the billowing standard of pomp above his neck.

True aristocracy of environment is his due. Centuries have seen him occupy a position of honor in the Imperial precincts of China. His every appearance in the Occident marks him the beloved of some one bred to refinement . . . poise . . . discernment.

Elegant of mien . . . lively of disposition . . . quiet and aloof of appearance—such is the Pekingese. His heart is the heart of the wise—for he is unobtrusive, but affectionate no end, if he knows you are willing to let him show it. He can prove his companionship as important to you as his flair for pure ornamentation.

If it be your wish to own a Pekingese . . . claim him now. Or if less regal, more sportive dogs attract your fancy you have more than seventy breeds to choose from. And you may rely implicitly upon the kennels advertising in Vogue. When writing to kennels state the breed, the age, the sex, the size and the colour of the dog you have in mind. Also, the approximate amount you expect to pay. We would appreciate your mentioning this magazine when writing to kennels. But should you fail to find advertised here just the kind of dog you have in mind, write to us, and we will help you to find him, without obligation on your part. Address: The Dog Mode of Vogue, 1928 Graybar Building, New York.

## Airedales



Champion Authority's Commander

### Eng. and Am. Ch. WALNUT CHALLENGER

By Towyn Mustard Pot ex  
Warbreck Diamond

Four times Best in Show and sixteen times Best of Breed in America

Eng. and Am. Ch.  
AUTHORITY COMMANDER

By Brownfield Brigand  
ex Cumbrian Peggy

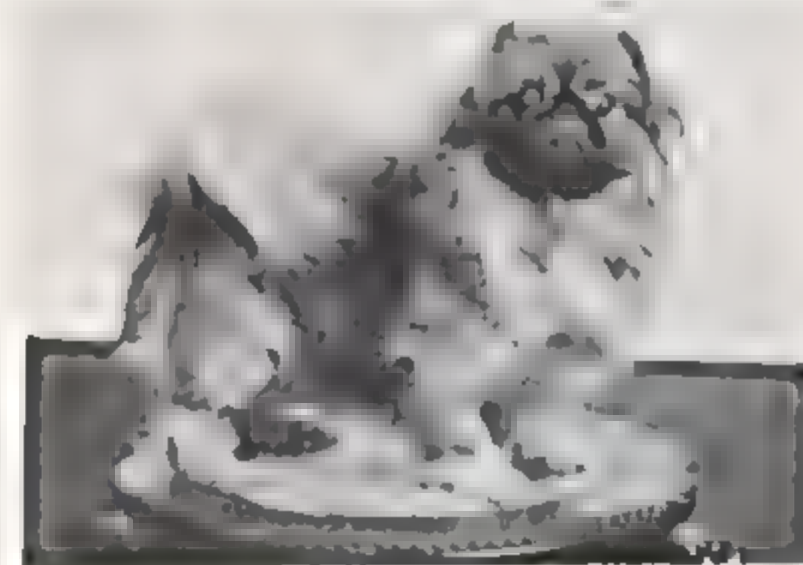
Winner of over 200 prizes in England and three times Best of Breed in America

Owner, MR. FREDERIC H. HOE  
For particulars apply to

HARRY LIVESEY, LIVESEY KENNELS  
185 Kings Road, Madison, N. J.  
Tel. Madison 6-0496



Champion Walnut Challenger



## PEKINGESE

Puppies, youngsters and mature dogs  
Highly pedigreed

### MERRICKA KENNELS

Mrs. Philip M. Schaffner  
77 Byron Road Merrick, L. I., N. Y.  
Freeport 867



Hei T'sun of Caversham  
Clamarlow

### Pekingese and Scottish Terriers

Puppies and grown stock are now available.

The Misses C. & M.  
Lowther

Clamarlow Kennels  
Riverside, Conn.  
Tel. Old Greenwich 7-0226



Tel. Mt. Kisco 6010

## FRENCH POODLES

Puppies and grown stock are now available

Carillon Kennels  
Mrs. W. Walker  
Owner  
Bedford Hills, N. Y.

Now offered

## Great Danes



Harlequins Brindles Fauns  
All Ages

Harlequin and Brindle Champions at Stud

### BRAE TARN DANE KENNELS

Khakum Wood Greenwich, Conn.  
Tel. Greenwich 2609

## Use PINEAFECTANT

### Deodorant and Disinfectant

For use in Homes, Kennels, Stables, and Public Buildings.  
Repels and Kills, Roaches, Flies, Fleas, and Similar pests.

Has a Distinctive Pleasant Piney Odor.  
The PINEAFECTANT Company.  
339 Produce Exchange, New York City.  
Bowling Green 9-4850

## PROTO Best For Your Dog Does a complete feeding job

For Sale At

New York: Abercrombie & Fitch Co.  
Philadelphia: Wanamaker Men's Store  
Chicago: Von Lengerke & Antoine

And Sporting Goods Shops Everywhere  
THE MORRISON CO. Philadelphia, Mfrs.

## VOGUE

does not sell dogs  
but  
will suggest  
reliable kennels  
where  
purchases may  
be made



## THE DOG MODE OF VOGUE



It's Fun to  
STRIP and  
TRIM YOUR  
OWN DOG  
with the

### Duplex Dog Dresser

The New Plucking and Stripping Comb

STRIPS and trims any dog. Will not gouge the coat. Leaves no steps. Gives a smooth, even finish. Complete with 6 blades in leather pocket sheath. **\$1.50**

AT YOUR  
DEALERS  
OR ORDER  
DIRECT

#### Terrier Trimming Chart

A necessity for the amateur. Illustrated. Complete instructions on care of the coat. Mounted..... \$1.50

#### DUPLEX DOG DRESSER

Dept. V-7

192 Baldwin Ave., Jersey City, N. J.



The Pekingese, Wang Poo, owned by Mrs. P. M. Schaffner

## The Newly Arrived Dog!

By C. E. Harbison

Let us assume that the little, or maybe the big dog that arrives, a stranger within the gates of his new home, has been properly shipped, and that he comes like any other traveler, tired, and in his case perplexed, for he is not acquainted with his new master or mistress, nor has he any idea of the home that is to be his.

The really sensible thing for a prospective dog owner to do after deciding on a certain breed, is to prepare himself for the dog's reception by understanding some of the peculiarities and inclinations of the new dog. In this way he will be ready to give the dog a better and more humane reception than if he did not know the tendencies of that breed.

When the crate containing the "Prince" that is to be yours is set down at your door, give him a welcoming word in an assuring, kindly voice to help dispel his misgivings as to the kind of home he is to enter.

With a little encouragement and a friendly pat as he steps into your domain, his new home, he will soon come to feel at comparative ease. At least he will say to himself: "He's a good sort—even if he doesn't know me. He's going to be my friend. I'm going to like him!"

In short, no matter what kind of place he finds himself in, he is more interested in finding somebody to own, to direct him—somebody to whom he belongs.

## Do you know—

Do you know that depending on the circumstances there is a particular type and breed of dog for every home?

Do you know what is a fair and reasonable price to pay for a dog, and just how that price is fixed so that the breeder will make a fair and legitimate profit and the buyer won't pay more than is necessary?

Do you know that the conditions under which your dog originated predetermined its characteristics and why and how?

Do you know why certain breeds like to dig and explore and are intensively active while other breeds are exactly opposite in temperament?

Do you know that these and many other interesting questions concerning dogs, their care, feeding, training, and housing, will be answered by addressing a letter, giving your name and address, to The Dog Mode of Vogue, Graybar Building, New York City?



•Kills them off...  
and keeps them off

## Actually KILLS FLEAS

• instead of merely  
stupefying them

Use PULVEX on your dog or cat and you have the satisfaction that no fleas or lice will escape. None will be left just stunned, able to revive and reinfest. Use Pulvex and you use the powder that also makes your dog's hide repellant to fleas so they will not bother him for days. Pulvexing positively flea-proofs.

PULVEX your pet against the torments and tapeworm dangers of fleas. Harmless, even if swallowed; non-irritating; odorless. Sold on a money-back guarantee of complete satisfaction at pet stores, drug stores, in shaker-top can 50c, or from William Cooper & Nephews, Inc., Dept. 287, 1921 Clifton Ave., Chicago, Illinois.

# PULVEX



Puppies and grown stock from English and American champions of the following breeds:

**Scottish Terriers**  
**Welsh Terriers**  
**Sealyham Terriers**

**SCOTSWARD KENNELS**

Mrs. C. B. Ward, Owner  
Florham Park, New Jersey Phone: Madison 6-1132



#### Scottish Terriers

It costs no more to purchase a well-bred one. Our broad matrons have the stamp of the U. S. Dept. of Agriculture on their pedigrees certifying them pure bred. Puppies with this certificate back of them for sale.

Charles F. Lynch, M. D.  
Red Gauntlet Kennels  
Springfield, Mass.



Feeling kind of blue? Get a pup. Want a pal that's true? Get a pup. A peppy little "Wire" is a dog that all admire. We have some nice ones here at \$50.00 up.

**BRIDLEMERE KENNELS**  
Medfield, Massachusetts  
Tel. Medfield 101

### SCOTTISH TERRIERS

MRS. A. M. HENSHAW

College Hill  
Cincinnati, Ohio

June to October  
Lake Leelanau, Michigan

### Ellenbert Farm Kennels



#### SCOTTISH TERRIERS

#### DACHSHUNDE

Puppies occasionally for sale

East Stanwich Road, Greenwich, Conn.

R. F. D. 1 Tel. Stamford 4-6735

Mr. & Mrs. HERBERT BERTRAND, owners



#### SMOOTH FOXTERRIERS

of supreme quality. Puppies generally for your selection. For Particulars address

Millhill Kennels  
Mill Neck, L. I.  
E. Coe Kerr, Owner

### Wire-Haired Foxterriers

Eden Aristocratic  
Fee: \$35.00

Unusual Puppies for your selection. Nothing cheap or inferior.



### HARLOW KENNELS

Mr. & Mrs. HARRY LOWENBACK, Owners  
31 East Elm Street Chicago



#### ENGLISH BULLDOGS and PUPPIES

by Cloverly Budget and Fair City Duchess

#### FAIR CITY KENNELS

Mrs. Victor Weil, Owner  
47 Pullman Ave., Elberon, N. J.  
42 West 74th St., New York City  
Endicott 8-3147



VOGUE, THE CONDÉ NAST PUBLICATIONS, INC., 420 LEXINGTON AVENUE, NEW YORK CITY

I want to see the  
whole world of fashion  
I want Vogue  
regularly



☐ I am enclosing \$5.00 for one year (24 issues) of Vogue  
☐ I am enclosing \$8.00 for two years (48 issues) of Vogue



name  
street  
city and state

## VOGUE'S TRAVEL DIRECTORY

### CALIFORNIA

#### Yosemite National Park

The Ahwahnee. No California visit is complete without Yosemite—and the colorful Ahwahnee. Open all year. American Plan. \$10.00 and \$12.00.

#### Longs Peak

### COLORADO

Longs Peak Inn. Beautifully rustic and modern. Non-tipping. Climb, ride or rest in Alpine scenes. Correspondence invited. Mrs. Enos A. Mills.

#### Old Lyme

### CONNECTICUT

Boxwood Manor. Lovely inn on New England coast between New Haven & New London. Ideal for families. Golf, saddle-horses, ocean bathing. DOWS.

### DISTRICT OF COLUMBIA

#### Washington

The Willard Hotel. No hotel excels its tradition; no guest forgets its hospitality. On historic Pennsylvania Avenue. \$4. one. \$6. two, up.

#### French Lick

### INDIANA

French Lick Springs Hotel. Smart—Sophisticated—Spa—Attractions. Europe's famous pleasure & health resort. Climate ideal. Home of Pluto. Amer. Plan.

#### Ogunquit

### MAINE

Sparhawk Hall. At the salt water's edge. Surf bathing. Golf, tennis, fishing, saddle horses. Orchestra. Sprinkler system. Elevator. June 25-Sept. 10.

#### Poland Spring

Poland Spring House. Mansion House. Open June to Oct. Where hospitality is truly a fine art. Real comfort. Homelike atmosphere. Unsurpassed table.

#### Prout's Neck

The Willows. Distinctive seashore resort. Famous for comfort, courtesy and cuisine. Moderate rates. Climate ideal. Golf, tennis, ocean bathing.

#### Winter Harbor

Grindstone Inn. On the way to the Maritime Provinces—a seashore resort. Golf, tennis, swimming pool. Every suite with bath & telephone. Great comfort.

#### York Harbor

Marshall House. Also the Emerson and Cottages. Fire sprinklers throughout. Superb location on ocean and river. Golf, bathing, orchestra, elevators.

### MASSACHUSETTS

#### The Berkshires—Greenfield

The Weldon. European (Fireproof) "The Beautiful Home Hotel". All year. 200 rms. Excellent table. Refined atmosphere. Reasonable rates. Golf. Bklt.

#### The Berkshires—Pittsfield

Maplewood Hotel. 46th Season under same ownership. Moderate rates. Booklet on application. Address, N. D. Plumb.

#### Boston

Hotel Puritan. On beautiful Commonwealth Avenue. Furnishings and comforts of a luxurious private home with hotel service of the highest type.

#### Nantucket Island—Siasconset

Beach House. In picturesque Siasconset. Modernly equipped 100 room hotel. Ocean view. Wide stretch of moors. All outdoor sports. Amer. & European Plan.

#### Swampscott

New Ocean House. Facing ocean on historic North Shore. Every recreational feature. Revised 1933 rates. Booklet. Clement Kennedy, President.

#### Emigrant

### MONTANA

Ox Yoke Ranch. Real stock ranch. 30 mi. from Yellowstone Park. Bathroom in every cabin. Electric lights. Open all yr. References. Bklt. Charlie Murphy.

#### Hanover

### NEW HAMPSHIRE

The Hanover Inn. On the Campus at Dartmouth College. 100 rooms. 60 baths. Elevator. Highest type hotel service. State roads. All outdoor sports.

#### White Mountains—Bretton Woods

The Mount Washington. Opens July 1st. Bretton Arms, opens June 15th. Famous for golf—two courses. C. J. Root, Mgr. N. Y. Office, 2 W. 45th St.

#### White Mountains—Crawford Notch

Crawford House. Distinctive mountain resort. Golf, tennis, swimming, mountain climbing, saddle horses. Orchestra of Boston Symphony players.

#### White Mountains—Franconia

Forest Hills Hotel. Heart of the White Mountains. All outdoor sports. Dancing, concerts, daily. Superb hotel service. Delicious meals. Rates \$5. to \$9. per day. Booklet.

Peckett's-on-Sugar Hill. New England's unique resort. Exclusive clientele. Quaint, homelike atmosphere & excellent cuisine. Recreational features. Cottages.

#### White Mountains—Sugar Hill

Sunset Hill House. Location unexcelled. All prominent White Mt. peaks visible. Golf free to guests. Tennis, riding, orchestra. Private cottages. Booklet.

#### White Mountains—Whitefield

Mountain View House. Dignified & charming in a lovely location with superior service, attractive appointments. Every outdoor sport. Selected clientele.

#### Asbury Park

### NEW JERSEY

The Monterey. Modern beach front hotel. Superior accommodations at low rates. Inquiry invited. Phone: Asbury Park 1600. Sherman Dannis, Mgr.

#### Spring Lake Beach

The Monmouth. Social centre of the north Jersey coast. Occupying two entire blocks on ocean front. Opens June 29th. Bathing, golf, tennis.

#### Adirondacks—Essex

### NEW YORK

Crater Club. Lake Champlain. Modern cottages, no housekeeping cares. Exclusive clientele. Moderate rates. References required. Send for circular.

### New York City NEW YORK (Cont.)

The Barclay. 111 East 48th St. Convenient to the uptown business district, the smart shops, the theatres, and near the Grand Central Terminal.

#### Watkins Glen

Glen Springs. High above magnificent Finger Lakes. Natural Nauheim baths. Splendid cuisine. Golf. Illustrated booklet. Wm. Leffingwell, Pres.

#### Eagles Mere

### PENNSYLVANIA

The Crestmont Inn. Twenty-seven holes, superb golf. Eight tennis courts. Ideal boating and bathing. Write for Booklet. Wm. Woods, Proprietor.

#### Philadelphia

The Benjamin Franklin. Philadelphia's largest and most modern hotel. 1200 large rooms, each with bath. 3 restaurants. Largest unit in United Hotels chain.

#### Watch Hill

### RHODE ISLAND

Ocean House. Right on ocean. Finest bathing beach on coast. Unsurpassed table and service. Excellent orchestra. Sprinkler system. Low rates. Amer. plan.

### VERMONT

Free Official State Vacation Books: "Lake & Mountains", "Farms, Summer Homes for Sale." Where to Stop, Road Map, Sec'y of State, Dept. B, Montpelier, Vt.

#### Fairlee

Lake Morey Inn. 18 hole golf course free to house guests. Saddle horses, tennis, water sports. House orchestra. Select clientele. Accommodates 150.

#### Lake Champlain—Basin Harbor

Basin Harbor Lodge & Cottages. Lowest rates include golf, tennis, boats, all sports. Orchestra. May to Oct. Folder. A. C. Beach, Vergennes, Vt.

#### Lake Morey—Fairlee

Bonnie Oaks Inn & Bungalows. All sports. 100 rooms, 97 baths, 83 fireplaces. Baby Oaks, with supervised play. May to Dec. Folders. E. H. Page.

### CANADA

#### Quebec—Laurentian Mountains

The Alpine Inn. Ste. Marguerite Sta. Delightful log chalet 55 mi. north of Montreal. Conveniences. Private baths. Golf, tennis, riding, swimming, etc.

### ENGLAND

London & North Eastern Railway. Serving the eastern side of Britain. Route of the Flying Scotsman. 11 W. 42nd St., N. Y. City.

London Midland and Scottish Railway. Traverses no less than 32 of the 40 counties of England—The Route of the Royal Scot, 200 Fifth Ave., N. Y. City.

#### London

Carlton Hotel. Pall Mall. Central Heating. Famous restaurant and grill room; palm court and ball room. Bathroom to every bedroom.

Ritz Hotel. Piccadilly. Overlooking Green Park. In the most fashionable quarter of London. Central heating, famous restaurant and grill room.

#### Torquay

Grand Hotel. This is the summer resort of Royalty. As a social rendezvous, it ranks supreme among British resorts. 200 rooms. Phone 2234.

#### St. Raphael—Riviera

### FRANCE

Hotel Beau Rivage. The leading hotel with its own palm garden, summer restaurant on sea front. Garage. Always open.

#### Bad Homburg

### GERMANY

Ritter's Park Hotel. Mineral baths, sun baths in the hotel. Patronized by H. M. King Edward VII. Pension from 9 Marks.

#### Bad Nauheim

Jeschke's Grand Hotel. Bad Nauheim's hotel de luxe. A model of comfort. Bathrooms to almost every room. Open April through October. G. Zorn, Mgr. Dir.

#### Freiburg, Black Forest

Zahringer Hof. The leading hotel of the district; famous for its hospitality; thoroughly first-class; 160 beds, 50 bathrooms.

#### Wiesbaden

Hotel Schwarzer Bock. First-class family hotel. 280 beds. Medical bath in the house. Golf, Tennis, etc. Th. Schaefer, Proprietor.

#### Milan

### ITALY

Hotel du Nord & des Anglais. First-class. Old World charm with every comfort. Gardens. Garage. P. Bianchi.

#### Rapallo

Excelsior & New Casino. Strictly first-class. Situated in most ideal spot of the Riviera. Winter and Spring Resort, summer bathing season. Open all year.

### SWEDEN

Many Unusual Places of restful charm. Delightful inns everywhere. Most economical. Write the Swedish State Rys., Dept. TD, 551 5th Ave., N. Y. C.

#### Bâle

### SWITZERLAND

The Three Kings Hotel. On the famous Rhine. The leading house of Bâle. Apartments with baths. Garage. Phone.

#### Geneva

The Beau Rivage. Finest position on Lake, facing Mt. Blanc. Modern comfort. Splendid terrace, open air restaurant. Prices reduced. Rooms from Sw. Fr. 7.--.

#### Lausanne

Palace Beau Site. Lausanne's most cheerful, most homelike hotel. Splendid view overlooking park. Tennis, golf, garage. Justin Baumgartner, Manager.

#### Les Rasses

Le Grand Hotel. Jura Vaudois 1200 m. Splendid summer resort. A first-class hotel with moderate prices. Golf, tennis, excursions, bar, orchestra.

#### Vevey La Tour

The Bellaria Club. Between Vevey and Montreux. Well-furnished apartments (4 to 7 rooms) with every modern convenience. Library and reading room.

## BELLEVUE STRATFORD



Mention Philadelphia to world travellers and they'll say—"Bellevue-Stratford". This famous hotel has always attracted those who appreciate the finer things of life; those whose experience has taught them where to find facilities, comforts and services in the fullest measure. Rates consistent with present times.

CLAUDE H. BENNETT, Gen'l Mgr.

## VOGUE'S BOOK OF ETIQUETTE

is written by people born and bred in the traditions of which they write. It tells not only the outward rules of behaviour but also the underlying reasons that prompt them. It catches in its 571 pages the spirit of graciousness that actuates every courteous act. Send for this book today. \$4.00, postpaid.

CONDÉ NAST PUBLICATIONS, INC.

1928 Graybar Building

Lexington at 43rd, N. Y. C.



# Vogue covers the town



## Up in the air

As I leave the theatre on a clear, starry night, when others are discussing where to go to dance or have a nightcap, I often find myself suggesting that we first go to the Empire State tower. Usually, the idea is not received with wild enthusiasm—but, once I have prevailed on the party and whisked them up eighty-six floors, it's generally agreed that I wasn't so crazy after all. If you haven't been up at night, don't, don't miss it. If you've already had that thrill—then you're sure to be a repeater. It is impressive beyond belief and gives you a view more glorified than other night-scenes you may have experienced—such as San Francisco from Telegraph Hill, Paris from Sacré-Cœur, and Rio from Sugar Loaf. There's a soda bar and tea-room—in case you are inclined to linger.



## Barouche

If you have on hand youngsters who are passing through town, bound for camp, the mountains, or the seashore, don't forget that things that are the greatest bores to you often prove the thrill of their young lives. Just remember that few of our towns and cities have things which we consider commonplace—subways, elevateds, hansom cabs, and open victorias. Many American children (unless they have been in Europe or visit horsy communities like Aiken) have never driven behind a horse. So take your young charges and hail a cab or fiacre in front of the Plaza—then listen to the screams of delight. If you're shy, you needn't go so far as Alexander Woollcott, when he drove his godchild

(Neysa McMein's little girl) to a matinee of "Alice in Wonderland"—but you can drive through Central Park, ending up at the Casino for ice-cream and cakes. Be sure to make a bargain with your driver before you start—our New York "cochères" have to be treated in the same manner as their brethren on the Continent.



## Morning after

Don't think it's merely the ladies who, after a night out, can indulge in the luxury of a pick-me-up massage or a general freshener at Elizabeth Arden's, Dorothy Gray's, or a pet beauty parlour. The Terminal Barber Shops have come to the rescue of mere man and have all sorts of tricks up their sleeves, whereby puffy eyes and greyish cheeks disappear. After the barbers finish their ritual, a man dares face his business confrères with confidence, stepping into the directors' room clear-eyed and rosy-checked, even though he came home from Harlem at five A.M. First, he is given a Knickerbocker massage (and it's been reduced to less than a dollar); then his throbbing head is treated with a marvellous Osage rub; and, before he leaves the

chair, the barber drops drops in his eyes to take away that night-club look.



## Dancing

As you are probably aware, one of the most successful, as well as the smartest night-clubs of the season is Place Pigalle. Here, Madriguera's Orchestra and Pepy d'Albro are among those who entertain the young things of the town until those proverbial wee, small hours. The club has been decorated to look like that pet place of tourists in Paris, Place du Tertre, one of the few Parisian spots which check with your idea of what Paris must have looked like in the days of La Bohème. The Place Pigalle is swell—in both senses of the word. If you want the same type of French atmosphere, but on a more bourgeois plane, try Bal Musette. In the cellar of a building on Forty-Sixth Street, just west of Eighth Avenue, this dance-hall (for it's really more appropriate to call it that than a night-club) will bring nostalgia for Montmartre, Montparnasse—or, more exactly, for the rue du Lap. Here, the waiters are dressed as Apaches, a small orchestra—with an accordion predominating—plays (Continued on page 74)



FOR WOMEN WHO

WANT CLOTHES OF

TRUE DISTINCTION

RUSSEKS FIFTH AVENUE  
NEW YORK

SHOP  
in the country  
at

MISS JONAS

155 School Street (at Dosoris Lane), Glen Cove, L. I., N. Y.

also

3 Lexington Avenue  
Magnolia, Massachusetts

Smart, exclusive modes  
sport, evening, daytime and  
beach wear priced for the  
times



MARTIN'S OWN WAVE OF ECONOMY!

That were formerly \$15 and up. This is Martin's way of cooperating with women who appreciate quality but must economize. For an appointment telephone Plaza 3-6262. Write for Booklet. One of the few hair dressing salons with a cooling system.

ALL PERMANENT WAVES NOW \$10

**martin** from VIENNA  
7 EAST 46th STREET, N. Y. (west of Ritz)

Coiffures  
for the Elect

**MICHAEL**  
OF THE WALDORF, Inc.

WALDORF ASTORIA HOTEL  
Park Avenue at 50th St., N. Y.  
Phone: ELdorado 5-3000

MAIN STREET, HICKSON BUILDING  
Southampton, L. I.  
Phone: SOUThampton 1496

ATLANTIC BEACH CLUB  
Atlantic Beach, L. I.  
CEdarhurst 8200

A  
LITTLE CAREER  
ALL YOUR OWN

Have you a little career?  
Or would you like to have  
one? Would you enjoy put-  
ting a few idle hours to work  
and earning a few delightful  
dollars? Many women whose  
social activities do not quite  
fill their days have turned to  
Vogue for their first taste of  
real business. Would you like  
to know more? Just address

VOGUE Business Bureau  
420 Lexington Avenue, N. Y. C.

THE  
WEDDING  
EMBASSY  
INC.

An Exclusive Service  
for the Bride and  
Her Wedding Party

MARIE COUDERT BRENNIG  
PRESIDENT

32 EAST 57 ST., NEW YORK  
WICKERSHAM 2-2044

CUSTOM PERMANENT WAVES



INDIVIDUALIZED  
SERVICE  
READJUSTED PRICES

**J. SCHAEFFER** Inc.

590 FIFTH AVE. NEW YORK  
BRYANT 9-7615 · BET. 47th & 48th  
THE HOTEL ST. REGIS, 5th Ave. & 55th



# Here's that Remarkable Make-up

**That Actually Matches the Color of the Human Blood**

*Ends* The cheapness and artificiality of the ordinary make-up one sees so often

## Throws An Entirely New Light On The Make-Up Situation

While there may be some question as to what constitutes Good Form in manner or in dress, there is virtually no question among women of admitted social prominence as to what constitutes Good Form in Make-Up.

Go through the Social Registers of the cosmopolitan centers of either Europe or America, and you will find, we believe, that the vast majority of smart women use Angelus Rouge Incarnat.

This is why:

The creation of Louis Philippe, famous French colourist, it is the **ONLY** make-up yet discovered that approximates the actual, pulsating color of the human blood.

Hence, it banishes forever all trace of that bizarre, cheap, gaudy effect one sees so often today in make-up.

It is the only truly natural shade, according to color experts, developed today or ever developed in a rouge. And its results are thus

utterly different from any other rouge or lipstick you have ever used.

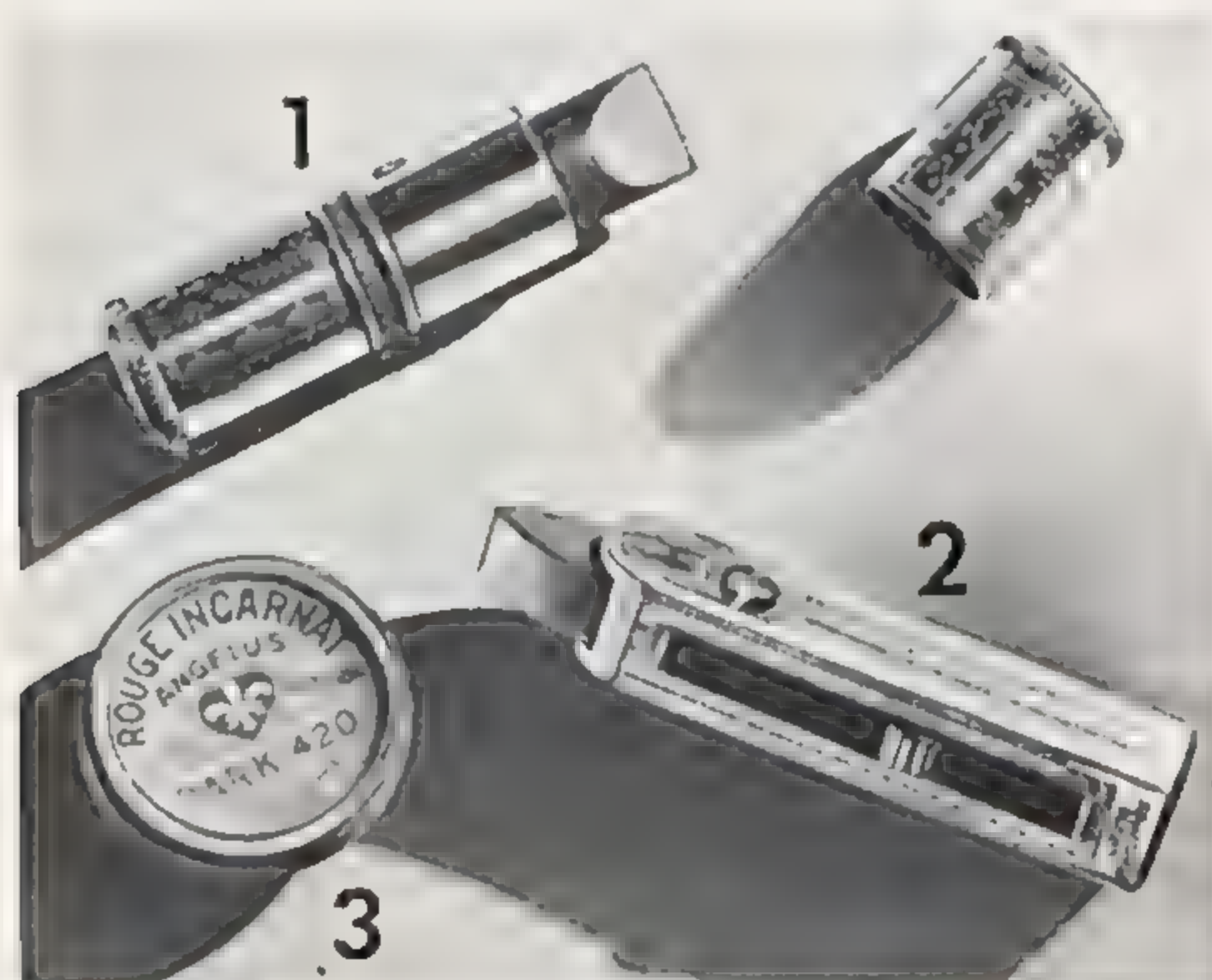
### One Application Lasts All Day

You use it, too, on both the lips and the cheeks. And thus avoid again another mistake in make-up—the color clash that follows the use of one shade on the cheeks and another on the lips.

AND — *each application lasts a full day.* No more constant making up.

Do as smart women from one end of the world to the other today are doing. Discard old-type rouges and adopt Angelus Rouge Incarnat. You can obtain it at any toilet goods counter in two forms—ordinary lipstick form, and the little red box which most women prefer. Whichever color or tint you get provides a natural make-up.

*Provides* A natural make-up free of all artificiality



1. THE "REGULAR" LIPSTICK
2. THE NEW "AUTOMATIC" LIPSTICK that you operate with one hand
3. THE "LITTLE RED BOX" for lips and cheeks

Louis  
Philippe

**ANGELUS ROUGE INCARNAT**

USE ON BOTH THE LIPS AND THE CHEEKS



V O G U E

Copyright, 1933, by the Condé Nast Publications, Inc.

BEAUTY NUMBER

Cover design by Benito

BEAUTY

Pick your winning colours . . . . . 32-33  
Keeping up appearances . . . . . 44-45  
The atmosphere of beauty . . . . . 46  
On her dressing-table : . . . . 64, 71, 72

FASHIONS

Augustabernard's new silhouette . . . 24-25  
Fashion goes to the Big Fair . . . . 26-27  
Cornflower-blue and buttercup-yellow . 29  
French inventions . . . . . 34-35  
Tubbable fashions . . . . . 36-37  
Midget mannequins . . . . . 38-39  
Cottons in new colours . . . . . 40-41  
Rumba ruffles . . . . . 42-43  
Adrienne Ames out in bold print . . . 52  
A portfolio of practicalities . . . . . 53  
Vogue's smart economies . . . . . 54-55  
Everything is gingham . . . . . 56-57  
Designs for practical dressmaking . . 58, 60

SOCIETY

Society . . . . . 11  
Mrs. Marshall Field . . . . . Frontispiece  
Working play clothes . . . . . 30-31

VARIETY

Vogue covers the town . . . . . 15, 74  
Vogue's-eye view of the mode . . . . 19  
Summer synopsis . . . . . 21-23  
Piracy on the high fashions . . . . . 28  
Pick-me-ups . . . . . 47  
Vogue's spot-light on the passing shows 48-49  
Liquidating summer . . . . . 50-51

ADVERTISING SECTIONS

Schools . . . . . 5-9  
Vogue's address-book . . . . . 10-11  
The dog mode . . . . . 12-13  
Travel . . . . . 14  
American shops . . . . . 15  
Advertising index . . . . . 75

Vol. No. 82 No. 1                      Whole No. 1463



JULY 1, 1933

THE CONDÉ NAST PUBLICATIONS, INC.  
Condé Nast, President/Francis L. Wurzburg, Vice-President/W. E. Beckerle, Treasurer/M. E. Moore, Secretary/Frank F. Soule, Business Manager/Printed in the U. S. A. by the Condé Nast Press/Title Vogue registered in the U. S. Patent Office. Executive and Publishing Offices: Greenwich, Conn. / Editorial Offices—Graybar Building, 420 Lexington Ave., New York, N. Y.—Cable Address: Vonork, New York. Vogue foreign addresses: London, 1 New Bond Street, London W. 1—Cable Address, Volon; Paris, 65-67 Avenue des Champs-Élysées—Cable address, Vopar.

Subscriptions for the United States, Mexico, Panama Canal Zone, Porto Rico, Hawaii, and the Philippines, \$5 a year in advance. Single copies, 35 cents. In Canada, \$1.50 a year extra for postage. For other countries, subscription prices will be furnished on request. Address all correspondence to Vogue, Greenwich, Conn.

Change of address—Four weeks' notice is required for a change of address or a new subscription. In ordering a change, please give both the new address and the old address exactly as it appeared on the wrapper of the last copy received.

Copyright—The entire contents of Vogue—text and illustrations—are protected by copyright in the following countries and must not be reproduced in any manner without written permission: United States, Austria, Belgium, Bolivia, Brazil, Bulgaria, Canada, Costa Rica, Czecho-Slovakia, Danzig, Denmark, Dominican Republic, Ecuador, France, Germany, Great Britain and Colonies, Greece, Guatemala, Haiti, Honduras, Hungary, Italy, Japan, Luxemburg, Monaco, Morocco, Netherlands, Nicaragua, Norway, Panama, Poland, Portugal, Roumania, Salvador, Spain, Sweden, Switzerland, and others.

THERE ARE THREE VOGUES  
AMERICAN, FRENCH, AND BRITISH  
Edna Woolman Chase, Editor-in-Chief

Michel de Brunhoff—Editor of French Vogue  
Alison Settle—Editor of British Vogue



"After Peter Weller"



EN AVION

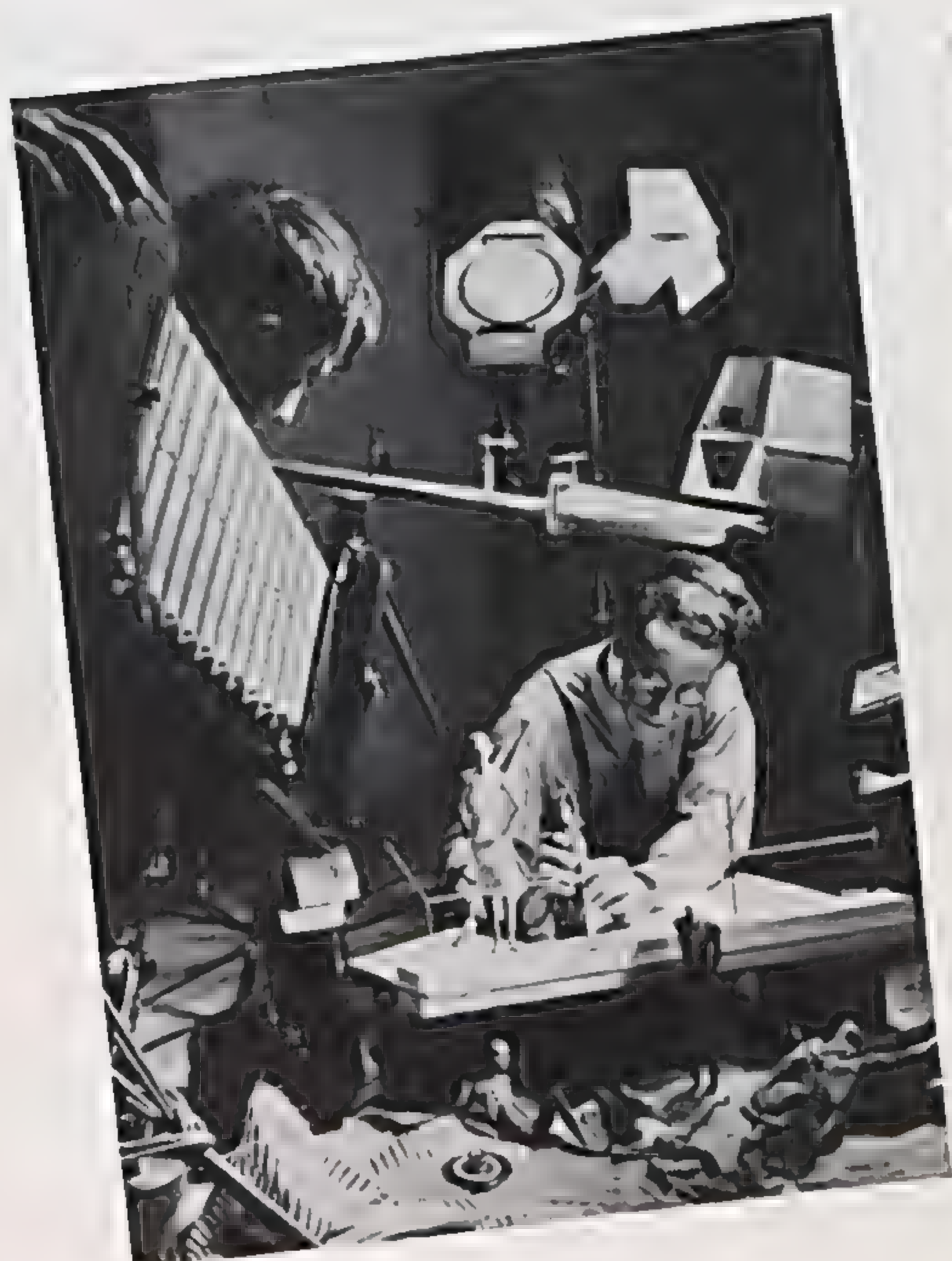
NEW PERFUME BY CARON PARIS





# Vogue's

**eye view of the mode**

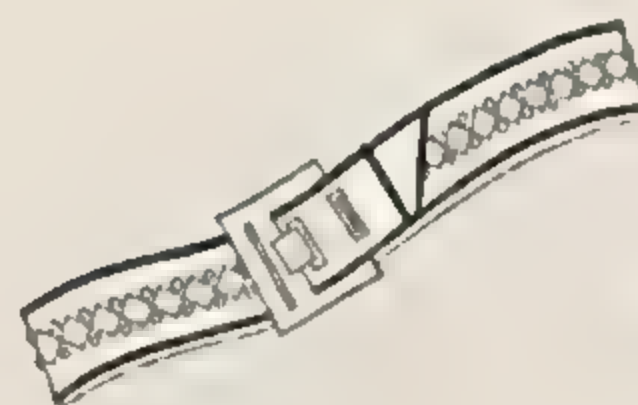


**M**AE WEST in "She Done Him Wrong" created a furore in Paris, convincing the French that the hefty bosom, the opulent hip, and the glittering façade were the natural attributes of woman and due for a comeback. With Mae, a tidal wave of correspondingly big gestures rolled in: enormous bags, huge blobby crystal bracelets and rings, mammoth hats, and cigarette-cases bigger than the Lucky box for fifty. In other words—and in a coconut-shell—Inflation.

• You may be amused, gentlewomen, to know where your little white piqué trench caps sprung from. Behold at your left a dapper soda-jerker at Park and Tilford's, wearing it—as he and his colleagues have worn it ever since sodas were jerked in the grand manner. Do not, however, emulate the perilous angle. What is one man's chic is another woman's faux pas.

• This time, "Go West, young woman," does *not* refer to Mae. It's a phrase being whispered by some of the dressmakers, who seem to have gone cowboy with a vengeance. Chanel makes a belt studded with nails, and a jersey sweater that is the old red flannel come home. Schiaparelli produced a version of the pointed sombrero, a red bolero, and wide black calf belts. In short, any day one expects to hear a thud of hoofs, and some one shouting "Ride 'em, Cowboy!" as a bronco arcs down the rue de la Paix.

• At your left, Willi Noell is being snapped by Bruehl as he arranges the tiny models he made for Vogue (see pages 38 and 39). Noell was an electrical engineer in Germany, but managed to sneak in art on the side; and now, in America, devotes himself to his sculpture. He has made models of prehistoric animals for oil ads, caricatures, and, recently, "stages"—little sets advertising commercial products—for the Chicago Fair. He works on big sculpture, too—"But who," he says, with a little shrugging sigh, "wants it?"







CECIL BEATON

## MRS. MARSHALL FIELD

Besides being a great British beauty, Mrs. Field—who here wears a fashion success of the Paris season, Chanel's satin cinema suit—is a typical modern sportswoman, very keen on shooting and hunting and golf, as well as an expert on Labrador retrievers. She spends much of the time on Long Island, where her charity parties are always events. She is the former Miss Audrey James



# SUMMER SYNOPSIS

PLACE: New York. . . . TIME: July

SCENE I. Long shot of charming feminine bedroom, modern style, very white and simple and airy. Open French windows lead onto terrace, already white-hot with sun. Over the tops of the privet, you can see the towers of the Plaza district, with the park beyond, breathlessly still.

Close-up of clock on bed-table. Ten o'clock exactly.

Close-up of bed, with a young woman on it beginning to awaken. It is very hot.

She gets up slowly, goes to the terrace and looks out at the baking world of stone. Then goes back to bed and collapses on it, inert, lifting her curling, moist hair away from the nape of her neck.

Telephone on bed-table rings. Close-up of languid hand reaching for it.

GIRL: Hello? Darling! No, I was just waking up. . . . Another scorcher, isn't it. I simply haven't the energy to move. What's the use. . . . Lunch? Yes, I'd love to. . . . Somewhere cool, if that's possible. How about Bruno's new place? . . . that's one of the coolest speaks . . . all nice and blue and white and silver, with an amusing bar.

Wipe over into office of young man to whom Girl is phoning. Close-up of him—sensitive and lean-faced, his sandy hair a bit dark with the dampness, no coat on. The hand that is not holding the phone hangs down over the arm of the chair, limp, the veins standing out with the heat. Despite this, his face is eager.

MAN: (*in phone*) Let's go outside. How about the Coq Rouge? That's like Paris, with the parasols and the checked table-cloths and everything. I have a weakness for back-yards, anyway.

Lap-dissolve back into Girl's room. Close-up of her face, lying back on pillow, smiling.

GIRL: (*in phone*) The Coq Rouge is swell, but I was there yesterday . . . None of your business . . . No, he was very charming . . . All right, let's go to the Chatham . . .



WESTCHESTER EMBASSY CLUB • BEIGE LACE FROCK; BERGDORF GOODMAN

only make it early; otherwise, you'll never get a table . . . All right, darling, twelve-thirty.—FADE-OUT.

SCENE II. Chatham Hotel Outdoor Restaurant. Long, narrow terrace running north and south, facing on courtyard between Park and Madison. Railing topped with a profusion of flowers. Striped awning over all. Outside, sun beats down mercilessly.

Moving close-ups from one table to another, all crowded with gay people. Women chiefly in white clothes with big, shallow hats, touches of navy-blue frequent. Key-note of crispness. Men look as if they'd been places and done things—bronzed from week-ends.

Long shot of Man walking onto terrace, looking about, spotting an empty table and sitting at it quickly as he sees a predatory couple bear down on it. Close-up of him registering keen impatience.

Shift to doorway from hotel to terrace. Girl appears, deceptively cool in her lacquered Panama with a navy-blue band (high in back, very small brim) and her blue-and-white print. The two see each other. Electricity.

GIRL: (*going to table*) Darling!

MAN: . . . . .!!

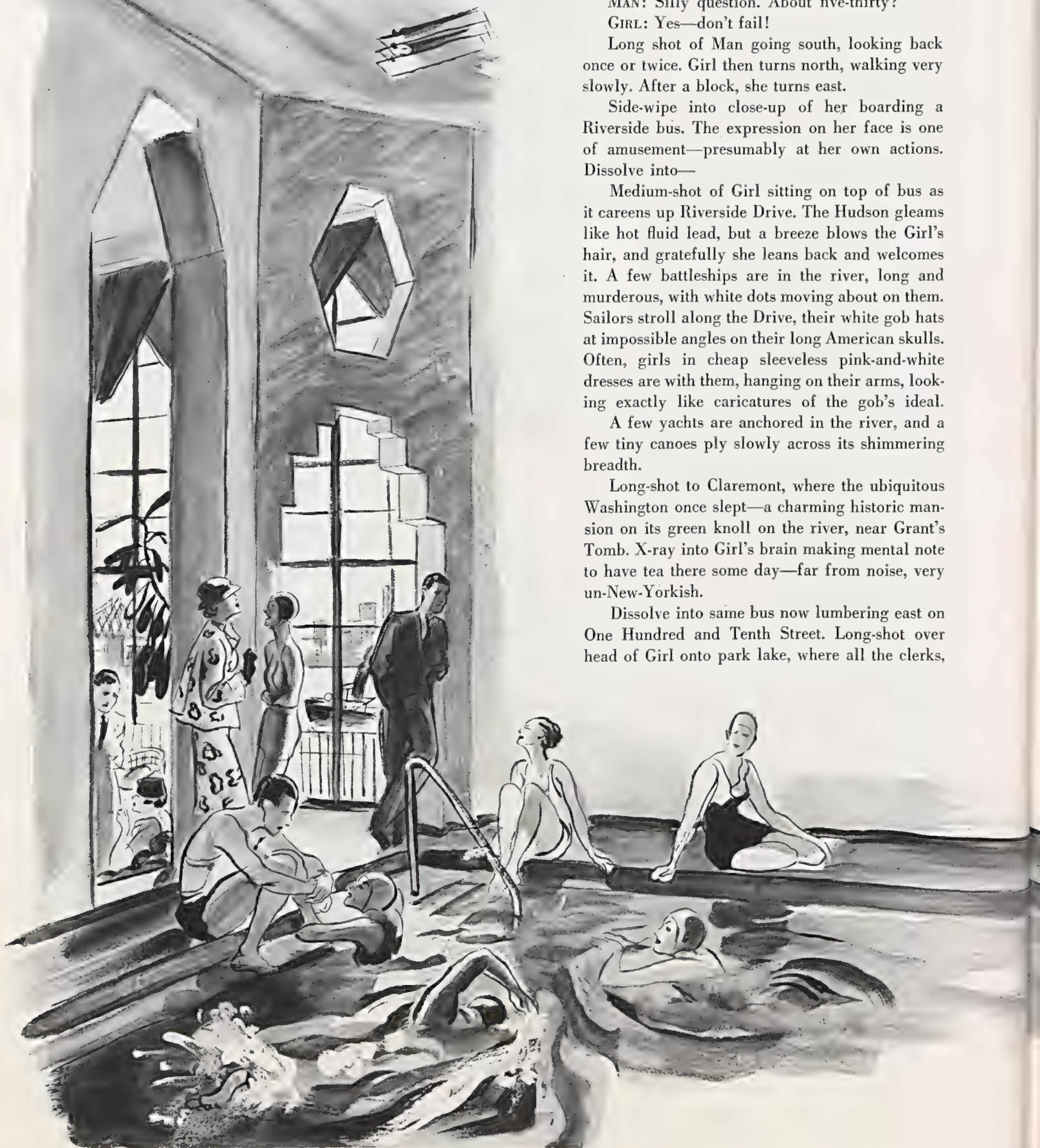
GIRL: (*sitting*) Isn't this grand? Places like this ought to be all over the city.

MAN: They will be, before long. Beer-gardens in back-yards, and apéritifs on pavements!

(They gaze at each other idiotically. Close-up of two hands, one brown, one white, moving across the table-cloth towards each other).—SLOW FADE-OUT.

SCENE III. Corner of Forty-Ninth and Park Avenue. Medium shot of Man and Girl bidding each other good-bye.





THE POOL OF THE RIVER CLUB, LATE AFTERNOON

GIRL: Darling, I'm meeting Bob and Susie Pratt at the River Club for tea and a swim this aft. Can you make it?

MAN: Silly question. About five-thirty?

GIRL: Yes—don't fail!

Long shot of Man going south, looking back once or twice. Girl then turns north, walking very slowly. After a block, she turns east.

Side-wipe into close-up of her boarding a Riverside bus. The expression on her face is one of amusement—presumably at her own actions. Dissolve into—

Medium-shot of Girl sitting on top of bus as it careens up Riverside Drive. The Hudson gleams like hot fluid lead, but a breeze blows the Girl's hair, and gratefully she leans back and welcomes it. A few battleships are in the river, long and murderous, with white dots moving about on them. Sailors stroll along the Drive, their white gob hats at impossible angles on their long American skulls. Often, girls in cheap sleeveless pink-and-white dresses are with them, hanging on their arms, looking exactly like caricatures of the gob's ideal.

A few yachts are anchored in the river, and a few tiny canoes ply slowly across its shimmering breadth.

Long-shot to Claremont, where the ubiquitous Washington once slept—a charming historic mansion on its green knoll on the river, near Grant's Tomb. X-ray into Girl's brain making mental note to have tea there some day—far from noise, very un-New-Yorkish.

Dissolve into same bus now lumbering east on One Hundred and Tenth Street. Long-shot over head of Girl onto park lake, where all the clerks,





LUNCH AT THE COQ ROUGE • AUGUSTABERNARD COSTUMES FROM SAKS-FIFTH AVENUE

errand boys, waiters, and jobless in the city are taking their best girls rowing. Some are in undershirts. All look supremely happy, though the sweat glistens on their faces and necks.

Close-up of Girl smiling as she looks at them.

Lap-dissolve into same bus now passing the Seventy-Second Street Park entrance. Girl cranes her neck to see Park Casino, where she danced the night before.

Flash-back into Casino at night. The round room crowded with the ultra-worldly, dancing to Eddie Duchin's nostalgic jazz. Continental effect of lanterns on veranda bobbing against the blackness of trees and shrubs. Crunch of gravel as shining cars roll up driveway. Later, shot of the dark, suave de Marcos weaving in unison on the dance floor under an amber spot.—FADE-OUT.

SCENE IV. Girl's bedroom again, with Girl entering, tearing all her clothes off, hurling them into the four corners of the room, running to bathroom. Sound of shower curtain being pulled. Then spatter of shower, and loud gasps from Girl. Shower apparently pretty cold.

She reappears presently, renewed and fresh in a ruffled dotted Swiss negligé, lies down on bed, taking a book from the bed-table.—FADE-OUT.

SCENE V. Pool of the River Club—modern, shining, immaculate. Close-up of translucent water through dark leaves of rubber plants. Shot at reflection of silver ripples on white ceiling.

Panorama shot of pool, taking in figure of a sunburned woman in a maroon bathing-suit, diving, a man swimming on his back, a woman running along edge of pool, a young girl swimming under water. Side-wipe into Girl making a running dive from spring-board, her figure flashing in a polka-dot navy-and-white knit suit. Man runs after her, dives, and they meet under water, coming up at the other end of the pool hand in hand. Shouts, cries, laughs, all reverberating in the cool marble vault of the pool.

Fade-into tea-tables on River Club terrace—eight or ten people dressed in light linens and printed silks drinking iced-tea under bright parasols. The Fall River boat is just sliding past, big and white and swift, crammed to the gun'les with gay-apparelled crowds.

On the landing below, a yacht is leaving for Long Island—commuting from office to dinner with a party of hilarious people. They wave as the yacht moves off, soundless. They sink down in wicker chairs under an awning. (Continued on page 70)





• This is the epic dress that gives the world a wholly new silhouette—Augustabernard's "285." So momentous is it that we've had it drawn here three times in order to let you see it from every angle. For you must observe (1) those shoulders that are both ruffy and flat; (2) that sheath-like body; and (3) the almost-hobble skirt with fulness jutting low in back. It is of a rich pansy-purple crêpe, worn with a blue fox boa twisting down the front like a scarf and Reboux's toque "Isis" of grosgrain and soft feathers in the same lovely shade as the frock. Dress from Best



**Augustabernard's new silhouette**



# A SHEATH FOR AUTUMN

WE admit we are rather stirred up about this. Beyond a doubt—here is a new silhouette—new in effect, and newer still in the way it's accomplished. Augustabernard thought of it, and she has done a very clever thing, something only a great dressmaker could do. She has launched a silhouette so simple in appearance, yet so complicated in cut that copyists will find it practically impossible to imitate it in cheap little thirteen-ninety-five editions.

How to describe this new silhouette is rather baffling. In Paris, they call it a *princesse sheath*, but the term is only partly accurate. It is a sheath between the shoulders and knees, a moulded, but not tight sheath unbroken by belt or trimming. But it's what happens at the shoulders and below the knees that is really revolutionary. The shoulders are exquisitely dressmakered—all sorts of small pieces, petals, angles, and other shapes—are moulded together to form a ruffly, but flat shoulder. And now to jump to the knee locality—suddenly, about a foot above the ankle, there is a jutting, jagged line, managed by set-in godets, triangles, or uneven points.

In toto, therefore, you have a sheath with widened shoulders balanced by a widened skirt base—a flattering outline and extraordinarily difficult for any but a good dressmaker to manage. An orchid to Augustabernard!



- In these four dresses you see the same basic contour of Augustabernard's new silhouette. At the top is her cypress-green moiré gown with jutting shoulders and skirt pieces; Bergdorf Goodman
- A low, flaring flounce and intricate shoulders of net repeat the revolutionary silhouette on that black lace dress, above; Joseph
- Even by day, the new lines are managed—note the dress on the seated figure: a sheer navy crêpe with a cape; Saks-Fifth Avenue
- The last dress, of sheer mauve crêpe, has a sash pulled up softly above back fulness; Bergdorf Goodman



- Here are some of the clothes to be seen this fortnight in the fashion show at the Chicago Century of Progress—a continuous exhibit, under the direction of Mrs. Ford Carter, with new models every two weeks
- The first dress below is a dramatic linen evening ensemble with a raspberry coat buttoned snugly over a dress in deep turquoise-blue
- Seated in a Donald Deskey chair, the lady wears a gay red silk dress with a white figure—high in front, low in back, and ruffled trimmed



AVAILABLE IN CHICAGO SHOPS AND AT SADA SACKS, NEW YORK

BOLIN





KAUFMANN-FABRY



AVAILABLE IN CHICAGO SHOPS AND AT JAY-THORPE, NEW YORK

BOLIN

- You might wear either one of these costumes all day at the Fair, or for lunch at the Tavern Club (high up on a roof), or for driving out to that dashing country club, Onwentsia. Any of these models can be bought in the smart shops in Chicago
- The checked blue-and-natural linen suit has its own top-coat; milan sailor from Lilly Daché. The second suit is of blue-and-white cotton tweed, worn with a linen beret. Chair from Thonet

**Fashion goes to the Big Fair  
on the lake front in Chicago**





## Piracy on the high fashions

porate all the more obvious features of a dress without being able to catch that particular ounce of special chic. It is definitely flabbergasting to see your prized original, for which you paid a respectable price, walking down the street in a bastard version on the back of some saucy little blonde who bought it on Forty-Second Street. It is all very well to be told that hers is not really the same dress at all, my dear—think of the inferior materials, think of the bad workmanship. You don't care. There are your prized shoulders, your waistline detail, and you are suffering acutely from the disease called "She's got my dress on."

But if fashion piracy is a known racket, it is certainly the most elusive, definition-defying of rackets. The buccaneer of fashion does not fly the black flag when on the war-path. What is fashion piracy and what is legitimate "derivation" has come to be one of the finest little points that ever confused sticklers for meaning.

You can walk along the street in broad daylight and make a sketch of a dress you see in a window, and run a dress like it up at home, and sell it for less than a customer would have to pay at the store, and nobody can prosecute you, for the store had made that dress fairly public property. On the other hand, you can not hide a little pad of paper and a pencil under your coat, go into a dressmaking house, and, under the pretence of looking at clothes for yourself, sketch dresses and then have them copied by a sweat-shop manufacturer and set up your own disreputable little business selling these dresses for a song, without having committed piracy. If you are employed by a department store, this store should not send you to wholesale dress designers to see what you can see, to order a few dresses, and have cheap labour "copy them down," so that the store can sell them for prices that could not be managed if they were ordered from the wholesale designer who originated the models and demands a legitimate price. Some things are piracy, and some things are not.

In Paris, for example, where *couture* bears such prestige and influence, the dress designers are protected from the marauding eyes of copyists to the full extent of a law contrived for the purpose. That is, against marauding French houses who can not design themselves, but who offer perfect copies of the great houses' models at half of the price. Naturally, they can afford to do this, because they do not have to maintain a staff of designers, merely copyists!

It is a perfectly legitimate practice for American dress houses to send buyers to the Paris Openings, where they buy only one of each model they select. These are brought back and copied exactly in largish numbers for customers who are dying for a "French model." Here, the definition slips and falters. But there is no sin where none is felt; the French are aware that American shops buy their models for copying. That has become an accepted fact. Piracy, really, must mean the copying of clothes of original design when the designer is dead set against its being done and is trying his best to prevent it.

The great community of the American wholesale designers, for example, do mind having their own originations copied and sold at reduced prices. It is easy to see why they do; after employing designers of talent, buying the best of fabrics, and hiring good labour, they hate to see the fruits of all this expensive organization sold in any old shop far below the price they can manage with their expenses. They mind terribly, and a group of the more outstanding of them have formed themselves into The Fashion Originators' Guild, to put a stop to piracy on their preserves.

They are all manufacturers with the highest kind of manufacturing integrity, which means that they refuse to compromise with cheap materials or so-so labour; they ask good prices for their clothes and supply that amount of money's worth in quality. They sell to the top shelf of shops and department stores in this country. What used to happen to them (Continued on page 69)

THAT there is piracy on the high fashions in these drab days is a surprise to nobody. Most people have heard more or less of fashion pirates and, probably, remembering childhood pictures of knee-breeches and sabres, visualize them as a good deal more romantic figures than they really are. They are usually neat, busy little women with sketch-books concealed somewhere.

The result of their labours is probably all too well known to you. Any woman who has ever worn a French original, for instance, remembers the reluctance with which she next put on a dress that was only a copy. It is more than the undeniable excellence of the original—it is the psychological effect of owning the real thing. Anybody would rather have an original Velasquez than a copy; anybody would rather have a Duncan Phyfe than a reproduction; everybody knows that a plaster cast of a Greek marble catches only a fraction of the quality that was in the original; the fact is, copies are never quite as good. For this reason, when a woman is buying American-designed clothes, she wants the original thing. On the other hand, copies do incor-





MOLYNEUX (BERGDORF GOODMAN) • PATOU (JACKET FROM SAKS-FIFTH AVENUE)

### Cornflower-blue and buttercup-yellow

A pompon of cornflowers nods at the shoulder of Molyneux's heavy crêpe ensemble, and the dress, jacket, and gloves are all in cornflower-blue. The dress is cut on simple, slender lines, the three-quarters length coat has slit sleeves, and the gloves come up to the elbows. It's one of those any-and-every-evening dresses that are so indispensable

If you think of flannel as homely and red—change your mind. Patou cut this jacket out of buttercup-yellow flannel, shirred the sleeves near the shoulders, and fastened the tight waist with large buttons. The dress is of flowered crêpe de Chine, with pinks and blues playing second fiddle to the buttercup-yellow of the bright field-flower pattern



# WORKING PLAY CLOTHES



MRS. T. MARKOE ROBERTSON

Mrs. T. Markoe Robertson is waiting for a ride in her garden on Long Island, with her home-raised dachshunds. She wears a Busvine salt sack-coat; Fortnum and Mason. At the right, Mrs. Livermore seems to be in difficulties, in spite of her perfect golf costume: linen skirt, string-knit blouse, buckskin shoes, felt hat; all from Fortnum, Mason. Centre, Miss Thaw's doeskin gloves (from Best)



MRS. NICHOLAS HOLMSEN

Mrs. Nicholas Holmsen rests from tennis in a floppy white cotton hat, above her simple piqué tennis dress. (Both are from Best.) Notice the rope belt. At the right, you see her and Mrs. Livermore (across the page) leaving the courts, Mrs. Holmsen wearing a snug hat that holds her hair, but without interfering with her game



MRS. HOLMSEN AND MRS. LIVERMORE



MRS. JOHN WALTON LIVERMORE







MRS. LIVERMORE DRESSED FOR TENNIS

At the left, Mrs. Livermore is dressed for tennis in a frock of piqué in the new short length. Notice the white buckskin sneakers (shown also below)—the most professional shoes to wear for tennis. Frock and shoes from Saks-Fifth Avenue

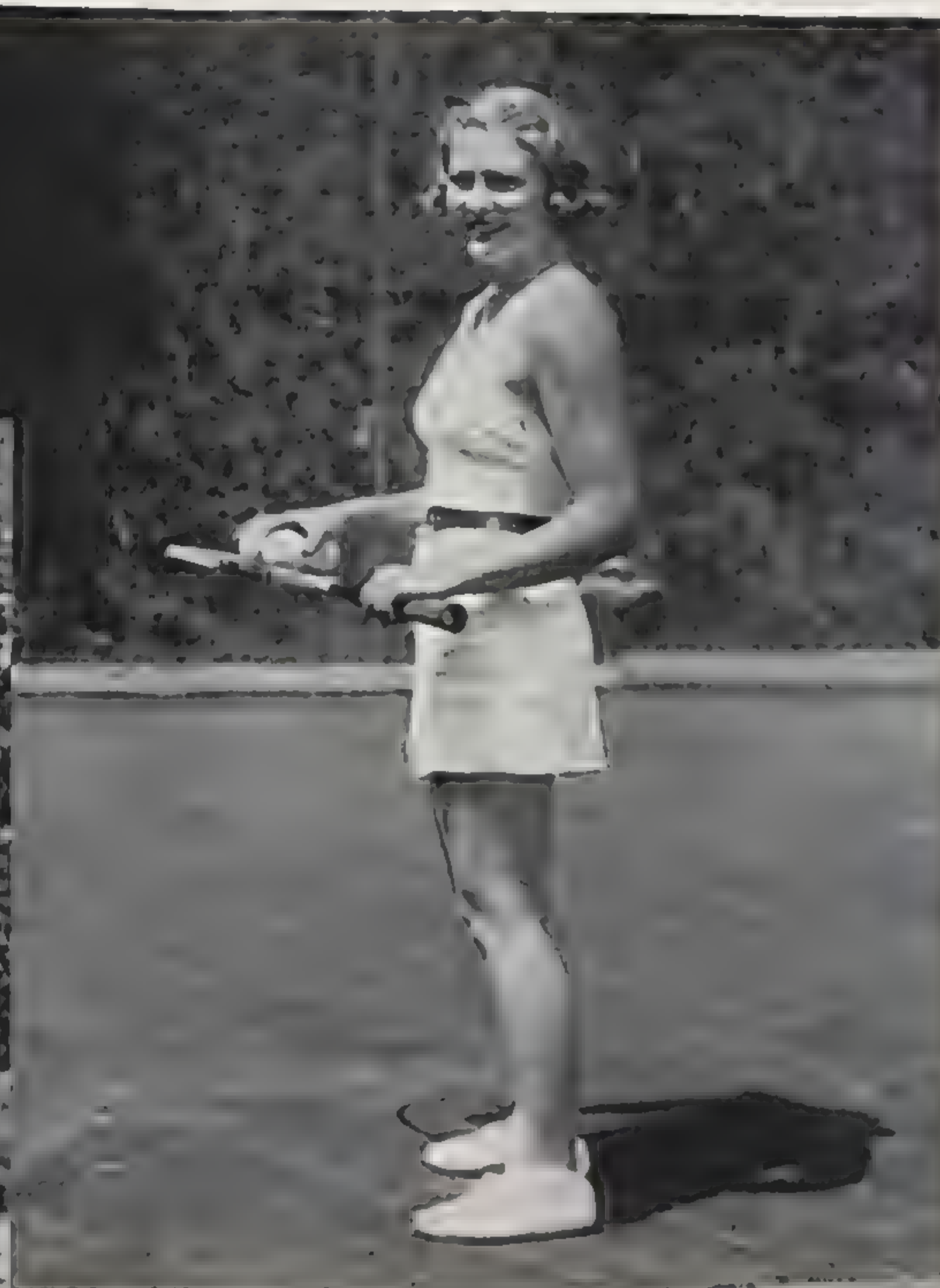


PHOTOGRAPHS BY REMIE LOHSE

Below is a photograph of Miss Virginia Thaw on the green, wearing a casual white silk dress and a navy-blue cardigan from Toute Prête. Her shady Panama hat is from Dobbs, her ghillies are from Fortnum and Mason, and altogether her costume is ideal for the hotter days of summer when tweeds and woollens would be unbearable



MISS VIRGINIA THAW • MRS. TAYLOR SCOTT HARDIN



MISS WHITNEY BOURNE

Miss Whitney Bourne, like many of the younger set, prefers to wear white shorts for tennis. Mrs. Hardin, at the left, has joined the bicycle enthusiasts. She favours a divided linen skirt and a white ribbed sweater, both from Saks-Fifth Avenue, and she is riding an elegant Columbia bicycle to be had from the same shop





BRUEHL-BOURGES PHOTO

**The beauty race is on—pick your winning colours**





CONDÉ NAST ENGRAVING

- Those Botticelli hands at the left end in nails gleaming with Cutex Ruby polish and tipped with platinum from Peggy Sage
- The lady who comes into the picture has been made up by Elizabeth Arden with the perfect sunburn cosmetics for a golden blonde
- At the top of the photograph you see Caron's exquisitely bottled "En Avion" and two of the newest Caron vanity-cases. Encircling these are the eight shades in the famous Dorothy Gray series of cream rouges

- On the small circles, left to right, are (1) Houbigant's triple vanity; (2) Helena Rubinstein's lipsticks; (3) some of the most fascinating of Elizabeth Arden's sixteen different eye shadows and Helena Rubinstein's newest summer vanity,yclept "Rainbow"; (4) Marie Earle's cream rouge and her eye-shadow boxes that tell the shade of the shadow within; (5) the newest version of the classic square vanity-case from Primrose House, in Chinese red, and Frances Denney's amusing eye-shadow boxes with tops duplicating the shadows; (6) Harriet Hubbard Ayer's automatic lipsticks; (7) a second Houbigant vanity

- From left to right on the circle next to the bottom; Kathleen Mary Quinlan's Strawberry Cream Mask and her Radiant Rachel powder; Pond's new Rose Brunette powder; Guerlain's famous "Shalimar" powder in Tea-Rose; Pond's Dark Brunette powder; Quinlan's Jade evening powder; and Harriet Hubbard Ayer's Lemon Cream
- Bottom circle, left to right, Kathleen Mary Quinlan's Hand Lotion; Guerlain's "Lait de Beauté"; two fragrant dusting powders—the first, Yardley's "Red Roses," the second, Houbigant's new "Quelques Fleurs" box; Primrose House Special Hand Lotion; and Kathleen Mary Quinlan's Skin Stimulant



Pink gingham quimpe  
and bow on Lyolène's  
dress of string knit; Bendel



A la Mexico -  
Schiaparelli's straw hat  
with green fringe -  
orange cotton dress;  
Saks Fifth Avenue



(Left) Boivin's wood  
bracelet over your glove  
(Right) A new Lyolène string  
sweater; Mrs. Franklin



ME



# French Inventions

(Right) A pink panama  
from Maria Guy;  
Dobbs

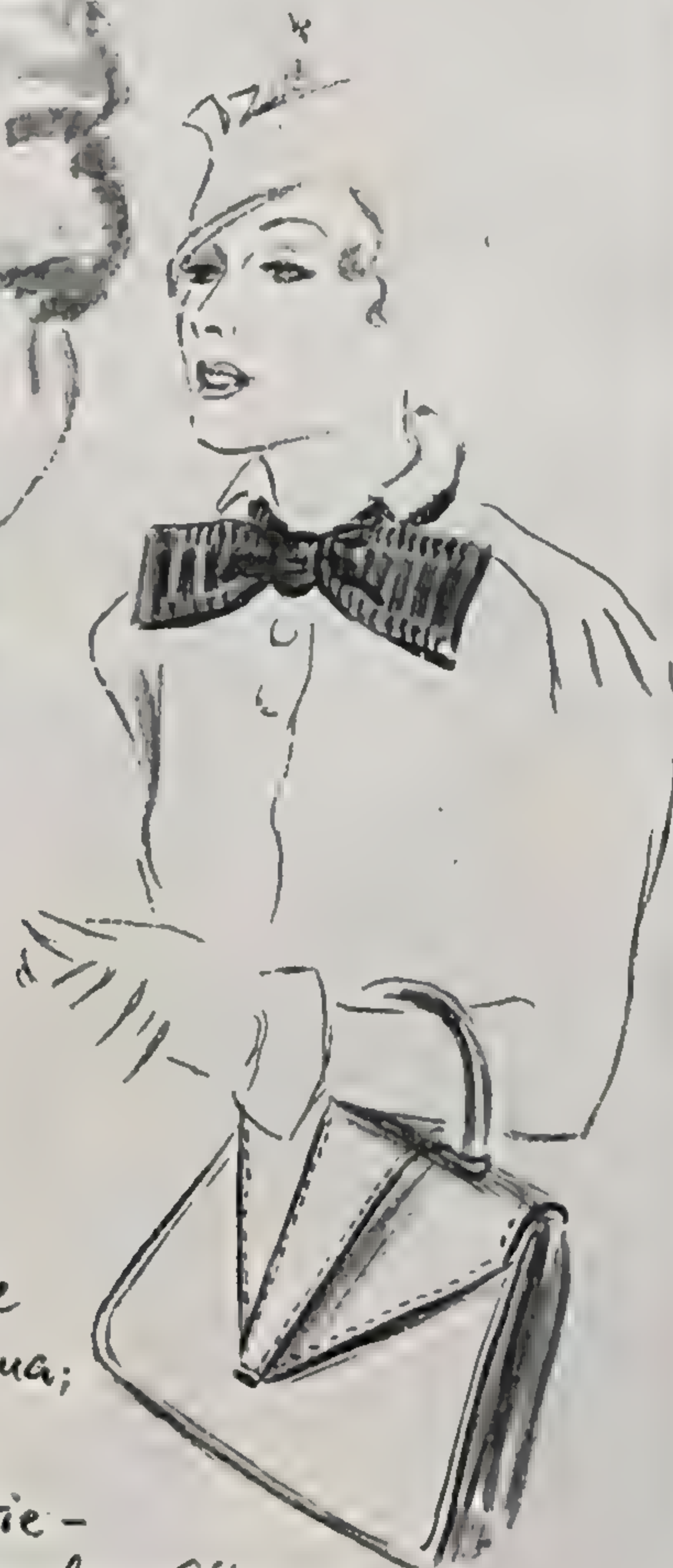
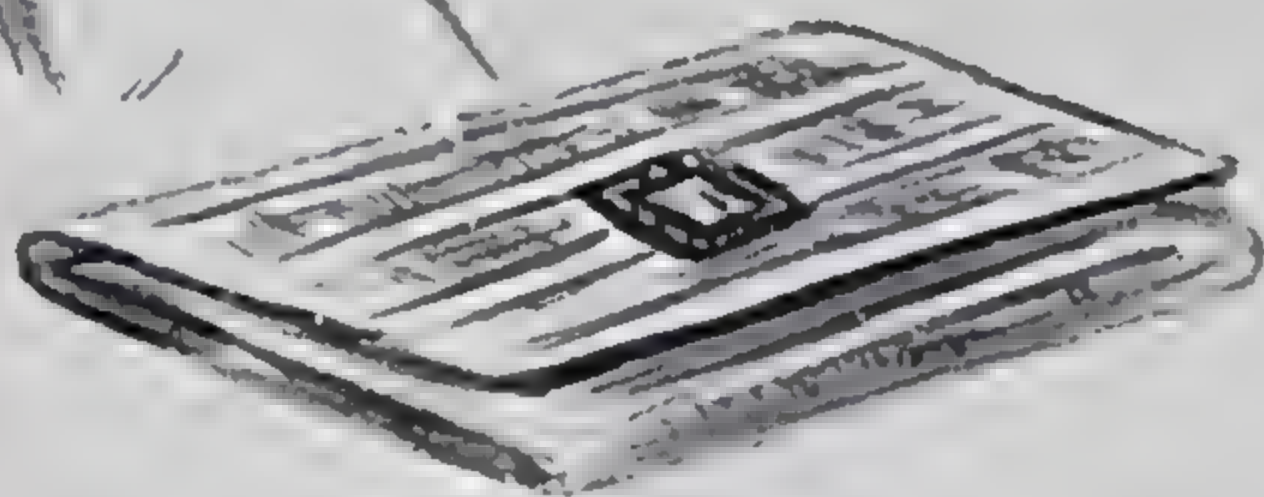
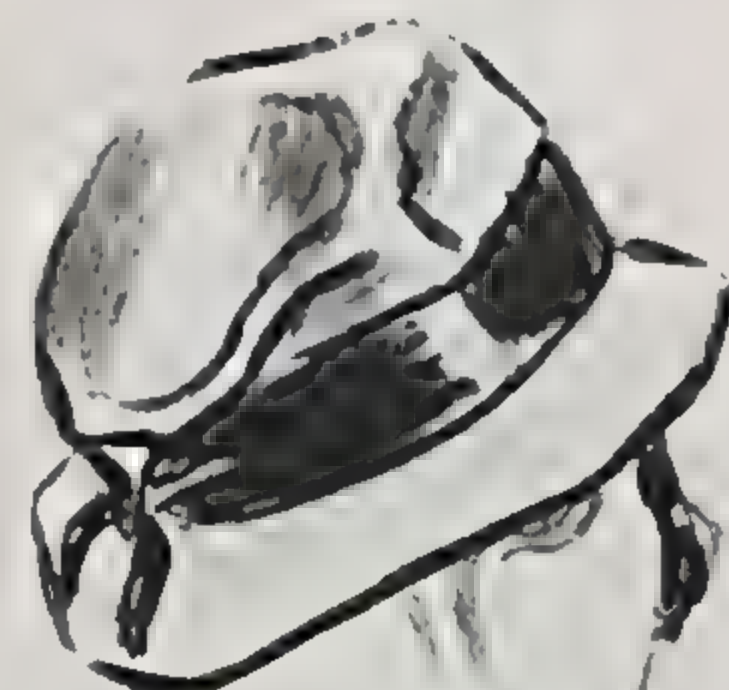
(Left) Agnès's leghorn  
and Hermès's string  
bag monogrammed  
in leather and silver

Lanvin's clipped  
ostrich cape for evening

Schiaparelli's crazy  
coxcomb navy knit hat;  
Saks-Fifth Avenue

(Left) A Maria Guy panama;  
Lilly Daché

(Right) Hermès's red tie -  
Mrs. Fraukein; cream leather bag; Altman











## TUBBABLE FASHIONS

**B**ARRING the possibility that you have four such charming little blackamoors, as those shown at the left, what are the wash-days like in your ménage—now that every one has a washable wardrobe? Whether you have your own pet laundress laying your organdies out in the latticed clothes-yard, or swish-swish your own piqué gloves through a wash-bowl of foaming Lux, you have some pretty little problems of washing technique confronting you.

Suppose you are a lady who plans to instruct her maid, or even roll up her own sleeves and get down to business. First of all, the temperature of the water should invariably be at body heat for all fine things, with the exception of white cottons, which you may boil.

Hard rubbing on the board is not necessary in anything but extreme cases, such as little Cuthbert's rompers. Thorough washing depends on the number of times the suds are forced through the fabric. With a bowl full of fluffy suds, you need only plunge things up and down to make them snowy. If you are terribly fussy about your hands, you can save wear and tear by taking a small five-and-ten-cent store funnel, putting the small end on a stick or aluminum utensil handle, and plunging it up and down on top of the clothes. Electrical washing-machines are based on this very vacuum, swishing principle.

Silks should be rolled in a towel and ironed damp. In spite of our drawing on these two pages (for which we demand artistic licence), we do not advise hanging too brightly coloured things on the line, for fear of fading. (Continued on page 66)

- Top line: Behold a sheet and pillow-slips of flower-printed batiste from Simonnot-Godard. In New York, Kargère has these
- Second line: Maggy Rouff town frock (Russeks); Mirande dress; M. Rouff dress-and-bathing-suit ensemble; V. Borea blouse-and-pants and skirt; Véra Borea dress (from Thurn)
- Third line: Kroupina scarf (Best); Jacqueline Legrand shirt; Véra Borea coat; linen coat from Kargère; Maggy Rouff plaid linen suit; Bruyère dress of silkanité; Mainbocher's three-quarters length piqué jacket from Saks-Fifth Avenue
- Bottom line: Nicolet linen gloves; two collars and a boa of linen from Kroupina (Best); silkanité dress from Kargère; handkerchief linen and batiste blouses from Kargère





BEST • PECK AND PECK • MRS. FRANKLIN, INC.

BRUEHL-BOURGES PHOTO

## MIDGET MANNEQUINS

They're only twelve inches high—these amusing mannequins that look like grown-up ladies. Mr. Willi Noell made them for a world that never grows up—that has a passion for toy trains, scale theatres, doll houses, and what-not. But the clothes can all be bought in life-size. First is a piqué tennis dress in the new length; on the prone figure is an Everfast Sanforized piqué dress; on the third, an Italina silk dress. Koret bag from Bonwit Teller

On the opposite page, following the line of least resistance are three more mannequins, stripped to the essentials of beach chic. A labourer's overall inspired the first suit—a Munsingwear wool one. The straw hat is from Bonwit Teller. The flannel shorts on the prone lass attract by their greyness, the blouse by its fabric—linen (her beach shoes are from Bonwit Teller). The third suit is a Bradley brassière jersey model, which all the young are mad about





CONDÉ NAST ENGRAVING

FRANKLIN SIMON • BEST • BONWIT TELLER

**New colours cover the waterfront**



# Cottons in new Colours

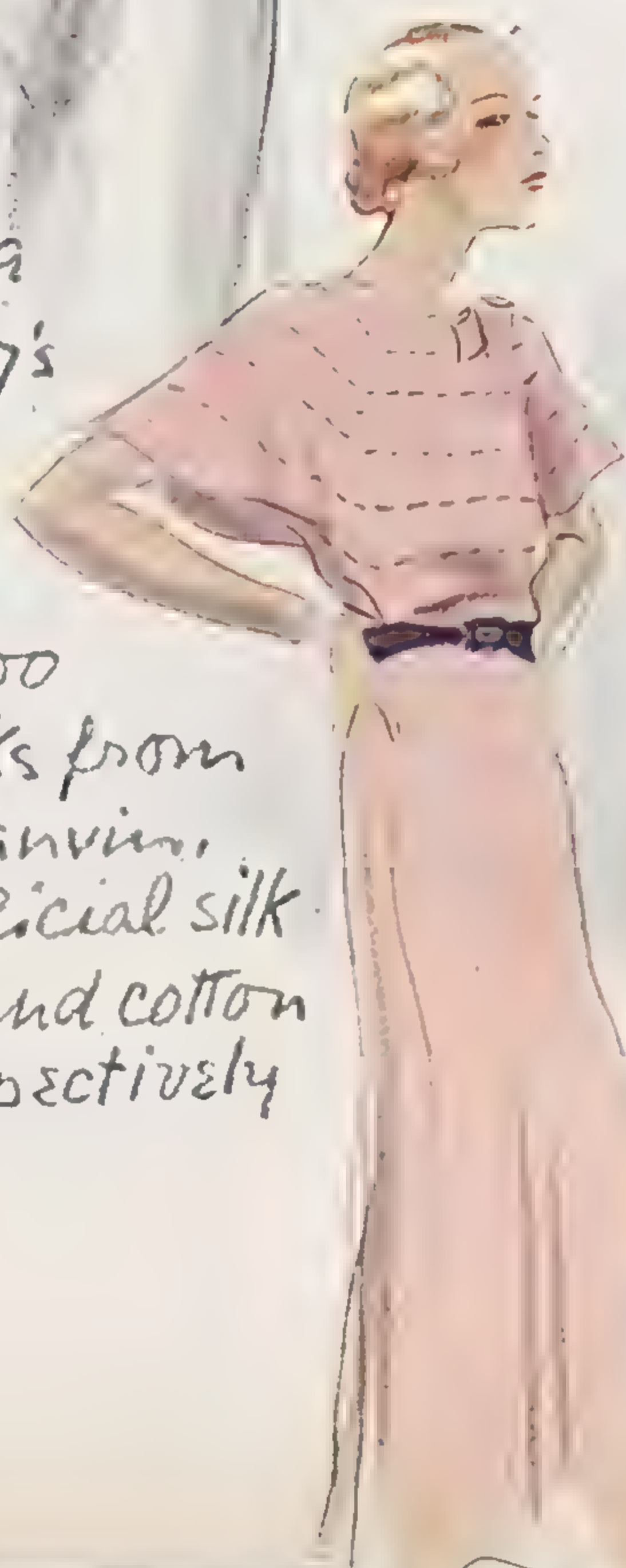


News! A blue  
panama  
from Maria Guy

Two Patou suits - of linen  
(farthest left)  
and of linen  
and cotton



Another  
coloured panama  
Also Maria Guy's



Right: two  
frocks from  
Lanvin,  
of artificial silk  
and cotton  
respectively



Crêpe de Chine  
for the dress,  
waffle-woven  
cotton for the coat;  
both from Molyneux





## HOT WEATHER TIPS

- Those Panama hats over on the opposite page are exciting because of their colours—light pink and sky-blue. The top one sticks close to the back of the neck, dips over one eye, and has a wide ribbon band for trimming
- The wide-brimmed sailor has a pleat, a bow, and a band. Both are from Madame Pauline, in New York

- Up at the right is one of those “hurry-let’s-get-going coats—Jane Régny’s “Boulie-Boulie,” of a blue cotton mixture suggesting wool
- Maggy Rouff made the organdie-trimmed dress below. It’s “Prairie,” of flowered cotton with a black background
- The seated lady wears Jane Régny’s “Lunch,” a cool, collected dress of grège linen



EVERY now and then, one lone hat sweeps over Paris like an epidemic—and, at the moment, it happens to be that top hat on the opposite page. (Can it be another repercussion of the Camel girl advertisement?) Everywhere you go, you see it. Sometimes of sky-blue or pink Panama—the babyish colours that are so ridiculously inconsistent with the mannish lines. Sometimes of toast-colour toya. Or of grey felt. Or of white felt. Or of blue felt—the way the Comtesse de Maigret wears it with a blue golf suit and blue perforated Oxfords that have school-boy heels.

- Then, late in the afternoon, every one on both sides of the Atlantic seems to fly into wide-brimmed hats. Huge cart-wheels of natural leghorn. Great floppy circles of black linen. Shiny black straws like huge phonograph records. And—very new—a large dark green straw one, with field-flowers.

- At the opening of Les Ambassadeurs—and very gala-gala it was, too, with half of Paris jammed therein and lovely Fourth-of-July fireworks lighting up the sky outside the lofty windows—we venture to say that nine out of ten ladies were in cotton. And the tenth in tulle (one dress of black tulle being the envy of the whole room). All the cottons you’ve ever heard of (and many you’ve never) were there: linen, piqué, organdie, point d’esprit, dotted Swiss, muslin.
- Crazy as it may seem—along with these cotton dresses, practically every woman puts on her best crown jewels. Staggering diamond clips on babyish muslins. Ropes of pearls with piqué. And one lady in white organdie with wrists laden with emeralds.

- And something that shows the handwriting on the wall for autumn was a costume, at this same party, worn by the Comtesse Vallombrosa—a costume completely in monotone: a green wrap, green gloves, green shoes, and a green crêpe dress with a Lastex shirred neck.

- The latest gesture in flower-wearing goes to the imaginative Madame Agnès, who showed up at the opening of the new auction room at the Galeries Charpentier with two or three camellias nestling on the roof of her head, among her high-combed dark curls.

- In case emptying your bag and changing to another is one of life’s little irritations, there is a Worth day bag that will help. It has a series of piqué slip-covers that snap on over the canvas foundation.

You can get a similar bag here at Best’s.

- Although we’ve harped for many a month now on the glories of cotton jackets and coats, we couldn’t resist putting in that long dark blue cotton coat above or those two jackets on the opposite page to remind you again of the triumphs of old king cotton.

- And with our parting breath (for this page anyway), permit us to sneak in just one more cotton idea; pink organdie blouses. We ran into some in Paris that were smart as smart and as cool looking as strawberry ice-cream sodas.







HATTIE CARNEGIE

CECIL BEATON



# RUMBA RUFFLES

**swirl into the dance**

Tight down to the knees—then a burst of swishing, swirling ruffles—it's the seductive silhouette that stems from Creole rumba dancers and Andalusian fandango-ers; and it's the silhouette you'll see all this coming winter on our young Americanos. At the right, Miss Mary Taylor wears it—a white organza dress, with each ruffle piped in a different colour: red, blue, yellow. The field-flowers are in the same colours. Jewels from Black, Starr, and Frost-Gorham; chair from Ruth Collins

Across the page are more ruffles—but ruffles of a different species: innocent dust ruffles and sedate fichu ruffles that remind you of demure *küss die Hand* maidens. Perfectly elephantine red polka-dots are scattered over this white organza dress—a dress that floats away like a cloud as Lady Smiley sits there in that wicker garden wheel-chair from Ruth Collins. The fichu scarf can be worn in different ways. The altogether perfect finishing touches to the whole thing are the gloves to match



CECIL BEATON

ALTMAN



# Keeping up Appearances

or gossip about beauty

AT THE right, you get a little look-in at Michael's in the Waldorf, which is always busy and at tea-time becomes a madhouse. One goes as much for the gossip as for the hair-dressing; amid all the chatter moves Michael the maestro, as you see him here, in intervals between coiffing some of the smartest hair in town.

- Over on the opposite page is a picture of a lady's hand, a pure and lovely sight. Keeping your hands a pure and lovely sight has become a major preoccupation. It's chic to wear gloves right through the summer—oddly smart they look with pyjamas.

- As for polish, it's not true that dark polishes are out. Instead of there being one or two dark shades, there are now dozens, making it possible for you to find one perfect with your skin, day and evening. From Paris, we hear it is chic to have mahogany-red nails by night.



THE sunburn situation is amusing. Many of the smartest ladies have turned against burning completely. Mrs. Allan A. Ryan, junior, a marble beauty, never lets the sun touch her face. At the left, you can see the things that ladies are doing to stay white. But the greatest news is that there is a new make-up that will not only prevent sunburn, but prevent tan itself, acting as a shield.

- This reminds us of Elizabeth Arden's new leg make-up. Really, it makes your legs look like alabaster. Roller-skaters should be thankful.

- As to the much-discussed "Hollywood make-up": in Paris, making up the eyes and mouth tremendously and not doing much about the rest means Hollywood make-up—Garbo eyebrows, Crawford mouths. Mr. Perc. Westmore, one of the Hollywood make-up experts, says that there is no such thing as Hollywood make-up, that all stars are made up according to their personalities. Well, maybe.

THE strip of stills across the bottom of the page is, of course, of Lynn Fontanne; she is putting on her "Design for Living" make-up. Usually, she won't give away make-up secrets because she thinks it destroys the glamour. But she told us about the wonderful eye transformation you can see taking place. The lashes are made long, black, and curled; the lids left stark white; and a line of eyebrow pencil under the eye-bone gives the look of depth. Incidentally, Miss Fontanne thought Gilda conceited.

- Artificial eyelashes are still worn by movie stars, on and off the screen; they have a trick of cutting the strips into bits and applying them only where needed. Most un-cinema ladies only wear them for special occasions.







HORST



AT THE right, you see Antoine the Great, just about to embark on the creation of a coiffure for Miss Bette Davis of the movies—whom we find to our joy is wearing a dress of Cheney's "Vogue print." Antoine has just come back from Hollywood, where he "styled" coiffures for Warner Brothers. In New York, he has done the hair of such particular ladies as Mrs. Reginald C. Vanderbilt, Lady Furness, and the Grand Duchess Marie of Russia.

- The three coiffures illustrated at the lower right have one desperately important point in common: some part of the hair is kept straight—waveless and curl-less—even when combined with plenty of ringlets. Also remember that diagonal partings are extremely smart at present. That's the current hair-dressing story in a nutshell.

THE lady in the picture at the left is doing things to her child's hair so that said child will have a beautiful crowning glory when she grows up to be a big lady, too. Ladies are more and more taking a big interest in preparing the way for beauty in their small daughters, for it now appears that beauty can be urged. Brushing the hair up and out from the roots encourages a curl and makes the hair strong and vibrant. Rubbing warm olive-oil into the scalp before a shampoo is marvellous for it. And mothers who might never have had their children's teeth straightened are doing it because they realize that out-of-place teeth will spoil the shape of any mouth.

- To go back to the subject of eye shadows—you can get (and be very smart because of it) (Continued on page 66)



LOHSE

At the left you see Lynn Fontanne in five stages of the act of making up for the part of Gilda in "Design for Living." Her make-up had all New York agog—with its long dark lashes and stark-white eyelids





## THE ATMOSPHERE OF BEAUTY

• There is something about feeling beautiful that makes you look more beautiful—and the atmosphere of the dressing-table above and of its equipment is calculated to give glamour to the lady who fixes her face before it. But it is workmanlike, too—as it should be, since a boudoir is really a workshop for beauty

• The ample width of the dressing-table, the careful arrangement of light, the perfect appointments of classic silver (princely enough to pass on to your children as heirlooms), all do their part in turning out a soignée toilette and making one serenely conscious of looking one's handsomest

• This is a modern mirrored dressing-table, and seated before it is a lovely lady—Mrs. Julien Chaqueneau—, her hair coiffed in a very modern fashion. All of her beautiful jewels and the dressing-table silver are from Tiffany and Company. There are bracelets of emeralds and diamonds, a clip of baguette and round diamonds, and an emerald ring

• The silver dressing-table set (only a part of which is shown) has a simplicity that goes beautifully with modern decoration. The dressing-table is from Elsie Cobb Wilson. Mrs. Chaqueneau is wearing an ashes-of-roses satin tea-gown from Bergdorf Goodman, and her hair was coiffed by R. Louis



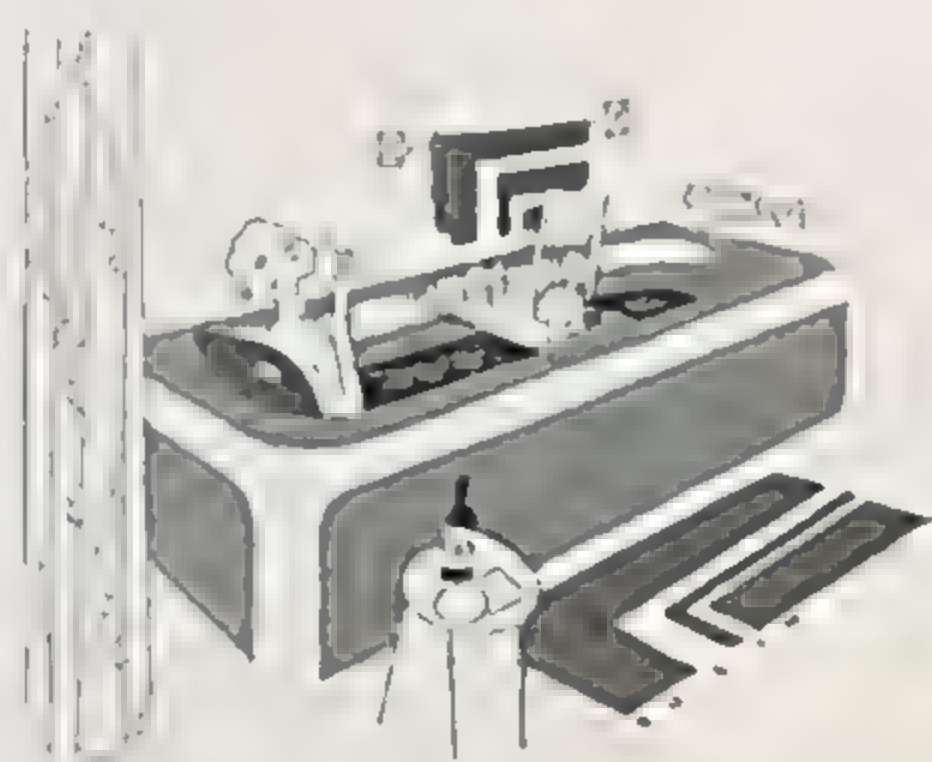
# Pick-Me-Ups



ANY one who has ever had a real, guaranteed low spell knows that world depression is really nothing at all compared to personal depression. Surely the mess the bankers and politicians have got themselves into can work itself out eventually, but, when you yourself are down, it takes prompt action to get you out of it. Vogue has assembled a number of sly devices for pulling you out of a depression; we call them pick-me-ups. Some of them are mental, and some of them get at you through your body, but they are all shrewdly designed to make you feel that disaster is not impending after all and that you yourself are not a fungus growth on the earth.

- First of all, low moments are the ones in which to pamper yourself. This is no time for reducing campaigns or rigid discipline of any sort, for you will only feel more and more pathetic. Blow yourself to something you hanker for—and to hell with the expense, for once. Cut loose and eat anything you want (not too much however!). Don't get up at the hour you should, but lie indulgently late.

- Or, waving one arm, buy a whole dozen stockings at a go. Or a large bottle of a seductive perfume. Of course, there's nothing more destructive to personal depression than buying clothes. In the first place, your mind turns off yourself and into channels of agreeable covetousness. For instance, buy a white piqué sailor and collar to match (like the one above from Peggy Hoyt). Buy one of the ridiculous skipping-rope belts for tennis dresses or bathing-suits (try Jay-Thorpe), that take off and really can be skipped over. Buy the most galumptious organdie



evening jacket you can find and wear it out that night. Or one of several cheap, silly Schiaparelli caps. Or a huge thick bracelet. Or a fresh, crisp tea-gown of sprigged muslin or dotted Swiss and put it on and sit around looking like the Dame aux Camélias.

- Speaking of flowers, they are unbeatable as soul-lifters. And, if your beau fails to produce them at the zero-hour, buy your own. One lady of our acquaintance dashes into flower shops when she's whipped down and grabs whatever amuses her: passion flowers, poppies, odd lilies, even a nodding lilac bloom. They practically guarantee to make you feel Russian and glamorous. Or try knots of geraniums or carnations, smelling of cinnamon, in tight bunches. Or a cluster of weird African daisies. Or, if these don't affect you, a bunch of primroses. Or two salmon gladioli pinned on you, one up and one down, like a huge bar-pin.

- Purely physically, there are things you can do that will break down your bitter mood. Drink a glass of sherry while you're steeping in your warm bath and watch your gloom evaporate. (More about these baths later.) If you will drink pomegranate-juice or tangerine-juice instead of a cocktail before dinner, it will not only pick you up, but give you a sense of bizarre-ness and luxury that is very consoling. Ice-cold Coca-Cola is something predestined to yank you out of the depths. And, if your heart breaks just before bedtime, you can heal it somewhat by drinking a hot or cold tisane—one made from peppermint or orange or lime flowers, such as those you get at Fortnum and Mason.

- Large gestures are nearly always successful in these moments. Give fifty cents to an organ-grinder and see if you don't feel somewhat smug afterwards, although you may have (Continued on page 69)



## VOGUE'S SPOT-LIGHT



BEACH SCENE, BY JOHN TRUBEE



MINIATURE, BY HAWLEY



"FIRST COMMUNION," BY B. BOUTET DE MONVEL

## Portraits of the very young

YOU who have children are doubtless swelling with even more pride than usual at their appearance just now. Sun has tanned their skin and bleached their hair, salt-water and wind have curled it about their heads, and the free, wild scampering on beach and lawn has probably given them the builds of young Tarzans.

To want to perpetuate this state would seem natural enough, if not urgent. Surely, you have trained the Kodak on them day in and day out, and pasted the results in one of the dozen huge albums devoted to the pictorial growth of your offspring. But, besides these treasured documents of carefree moments, vital in casualness, you might want to hand down something more in the tradition of art. So—why not have your child painted?

A sensitive artist can capture so much, and crystallize it into a creative whole that has its own immortality. Moreover, until colour photography is more evolved, no one but a painter can do justice to young colouring, than which there is nothing more delicate and elusive—and, to the parents, more cherishable.

The Spring Baby Show given at the Reinhardt Galleries for the Child Welfare League showed how rich was the field of child portraiture in this country, and how varied.

If you wanted gravity, tenderness, and naturalness in the portrayal of your son or daughter, you could not choose finer artists than Ellen Emmet Rand—whose charming canvas "In the Studio" is reproduced here, or Lydia Field Emmet, or Lilian Westcott Hale, of Boston. Harrington Mann is, of course, well-known (Continued on page 67)



FOUJITA DRAWING



"IN THE STUDIO," BY ELLEN EMMET RAND



PAUL DRAPER, RISING YOUNG TAP-DANCER, REHEARSING



# ON THE PASSING SHOWS

## Stage, by David Carb

ALTHOUGH vast modern apartment-houses have recently replaced most of the aristocratic dwellings of an older day, Gramercy Park retains its fragrant, remote, yet intimate atmosphere—an atmosphere that few if any places in New York can rival. One reason it can blend yesterday and to-day and be true to both is that it lies east of the city's clamour; another is the luxuriant park enclosed on all four sides by a fence of forbidding iron bars. But the chief conservator of its dignity, the feeling it gives of lives lived in a leisurely—and stately—fashion, is the row of authentic mid-nineteenth century houses that lines its south side. They stand like guardians of a great treasure. And they themselves are not the least part of that treasure.

In the middle of the block is the house where Edwin Booth lived. He bequeathed it to The Players Club. And, in spite of the fact that it has been transformed from a home into a club, its "air" remains the same. There, "arrived" actors and aspirants can luxuriate in the past, be part of the present, and dream of the future.

For the last twelve years, the Club has rung down the curtain on each season by reviving an old play for a week. This year's choice is American, that classic of our Civil War period, "Uncle Tom's Cabin."

"UNCLE TOM'S CABIN": It is produced and played with lofty seriousness. Not with reverence, for every one connected with it is too deeply of the theatre not to strive to project its dramatic and (Continued on page 67)



FOUR SCENES FROM "THUNDER OVER MEXICO," LATEST EISENSTEIN FILM



REMIE LOHSE





TABLE DECORATION BY LEILA RANGER • LINENS FROM MOSSE

## LIQUIDATING SUMMER

SUMMER drinking is one of those activities that vary entirely according to the tastes of those participating in the sport. One thing is certain, however. Whether it is a cup of tea or a whole fleet of dry Martinis that is under consideration, the way they are put together and the things that accompany them show you immediately what kind of a hostess you are dealing with. People get more fussy about food in hot weather, anyway, and a glass of lukewarm iced tea or a soggy bit of canapé becomes practically a fighting matter.

Of course, all this is axiomatic to the good hostess who plans her menu with equal care for tea for two on a terrace or a cocktail buffet for half the countryside. At the tea for two (a scene pleasantly enacted on Mrs. Tuckerman Draper's terrace, shown in the photograph on the opposite page), the beverage will probably be iced tea, since, though some of the firmest tea-totallers hold to hot

### For the discerning hostess

tea the year 'round, there are few things in life more alluringly cool than a tall glass clinking with ice. You may provide iced tea that is a sort of punch with sugar and lemon and mint already in it, as is shown on the terrace tea-table, or you can stick to the school that maintains that tea, whether hot or cold, must be freshly brewed to be good. On the close-up view of the second table, you will see the equipment for concocting iced tea of the latter variety. The hot tea, brewed, of course, in the china pot, is poured into the glasses, which are filled to the brim with ice, so that the beverage comes to you strong and tea-tasting. However you serve it, the thing is to have loads of ice at hand, so that everybody can have all he wants.

As to what goes with tea, have it light and delicious. No *petits fours* with icing or squashy sandwiches, but thin bread and butter, little sandwiches that make about two bites apiece, and the plainest of cakes. Henri provided those that you see on the tea-table, sandwiches with slivers of chicken and tongue, cheese mixtures, and crisp green watercress. There are madeleines, which are always perfect with tea, and Henri has a new sweet called French Sticks Glacé, which, if you aren't in New York and so can't buy them from his shop, you can have made at home (the recipe is given on page 68).

If the drinking is of a more serious nature, it is well to provide a simplified buffet to go with it. Cocktail parties have long since transcended the days when a variety of biscuits, nuts, and olives were enough in the way of *bonnes bouches*. Now, people come later, and often, in summer, the snacks from the cocktail buffet take the place of dinner. It makes a rather special sort of food occasion, but, of course, you (Continued on page 68)



GLASS, ABERCROMBIE AND FITCH • TRAY BY LEILA RANGER





TEA FOR TWO ON MRS. TUCKERMAN DRAPER'S TERRACE

ANTON BRUEHL

The terrace of Mrs. Tuckerman Draper's house, with arches looking out on New York gardens, is an enchanting place for tea. Furniture from Colwell

Miss Mary Taylor, the lady dispensing the tea, wears a Jessie Franklin Turner tea-gown of red chiffon trimmed with white flowers, perfect for a terrace

The tray on the opposite page, designed and executed by Leila Ranger, holds a handsome array of black-striped glasses, shakers, bottles, and ice-bowl

The cocktail fare shown on the opposite page includes bonnes bouches from Mary Elizabeth, Ltd. The flat silver is Gorham's "Dolly Madison" design

The cocktail buffet table on the opposite page has festive red-and-white linens with cocks repeating the shapes of the amusing appointments; Mosse

At the right is the perfect, and handsome, equipment (from Jensen) for preparing iced tea at the table. The sandwiches and madeleines are from Henri's



NELSON

SILVER BY GEORG JENSEN • GLASSES, OLIVETTE FALLS





CECIL BEATON

BERGDORF GOODMAN

### Adrienne Ames out in bold print

Something for a leading lady in almost any summer evening scene—a silk crêpe ensemble printed in clear black-and-white, with a black satin insert, like a cummerbund, worn by that rising young star of the movies, Miss Adrienne Ames. Jewels from Black, Starr and Frost-Gorham. Lavezzo furniture



# A Portfolio of Practicalities

A WAN little figure lying prone behind one of the library lions, the other day, was arrested on a charge of vagrancy. Sobbing, she said that she was Shop-Hound, having an attack of aphasia. She'd lost all her notes—and what would her dear public do? Fortunately, the notes were discovered soon after, and Shop-Hound, whose condition was found to be due to overwork, began to feel better. The notes, which follow, will show you that she had been running madly from shop to shop all through the fortnight.

- Slote and Klein belts at Saks-Fifth Avenue. They buckle in the back and have a sort of holster effect that carries a Dunhill pop-up cigarette-case. They also have a purse attached and four sections with golf tees. Useful and pleasantly sporty.
- Shoes at Cammeyer's that make your feet feel that this really is the best of all possible worlds—Cammeyer's new last called "Ponies." Made on what is known as a "ladies' last," with well-bred, round toes, at a cost of about \$11.
- Summer furs at Milgrim's. Innumerable and subtle ways of treating ermine.
- Alice Foster Wright's dressing-tables at Macy's. Three particularly shapely ones called "Chambry," "Victorian," and "Duck." Two weeks to order, and all under \$20.
- Linen shoes at I. Miller. Efficiently washable and of a lasting nature.
- At Saks-Fifth Avenue—Patou's Ping-Pong jewellery, in colours that match the famous Schiaparelli handkerchiefs. And imported linen suits with a shantung aspect. Perfectly tailored (an important and somewhat rare item in linen suits) at a cost of less than \$40.

- Tooled leather evening sandals at Frank Brothers. Decorative colour schemes and unscuffable.
- Very fascinating, funny crochet hats at Jay-Thorpe's, trimmed with practically anything—cork, paper rings, shoe-strings, or furniture gimp.
- China buckskin shoes at the Pari-

## Shop-hound tips on the shop-market

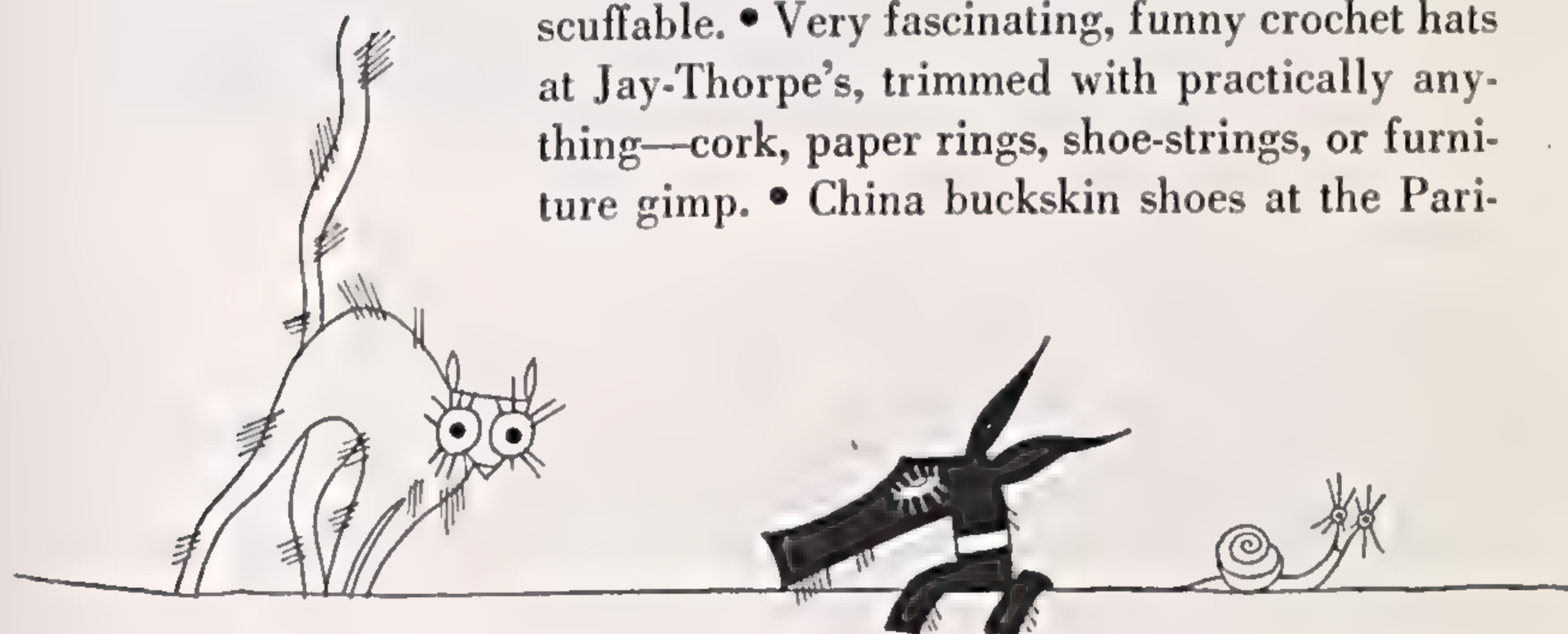
Vogue's Shop-Hound never rests from nosing about the shops of New York. She will give advice to anybody—write her care of Vogue, 420 Lexington Avenue, New York. (Please enclose a stamp.)

sian Bootery—Oxfords trimmed in black or brown, with a Cuban heel (China buck is powderless, you know, and doesn't come off on your stockings when you interfere).

- A gay blouse collection at Kargère's: striped blue or red and white handkerchief linen, plain cotton meshes with striped bow-ties, and tailored men's shirtings—all hand-finished, faggoted, or tucked in the grand French manner.

- Holly tables at Elsie Cobb Wilson's on Madison Avenue—round, white, and thoroughly waxed, with a diameter of thirty-four inches and a height of some ten inches. Oblong snake-skin and lizard-skin cigarette boxes, square ash-trays of mirrored glass.
- Lingerie and linen at Madame Ilon (no extra charge for monogramming). Everything from Vienna, and made to measure. Orders filled in about six weeks. And worth waiting for.

- Chico Bath Bags at McCreery's. Six of them for about \$1, and each one good for eight baths. Listen to what they contain: almond-meal, chipped cocoanut-oil soap, starch (that smooths the skin), powdered white corn-meal (that acts as a skin healer), and imported lavender cologne. Can be used for either hard- or soft-water bathing.
- Hats at Yvonne Ganne's shop. She'll make you one, or—if you have an anti-made-to-order phobia—you may buy one directly from stock. A Maria Guy of stitched straw. A Rodier striped sailor. A fine Panama set off by an embroidered ribbon. All with the incomparable Yvonne Ganne stamp and costing you about \$18. (Continued on page 73)





# Vogue's Smart Economies

YOU may as well confess: the little ruffled numbers you bought in May are looking rather weary; your best evening dress has swished its way through so many parties that your friends are as sick of it as you are; you need new things desperately—but you feel you have no right to buy yourself more summer gowns at this juncture. And so, weak creature that you are, you grin and bear it.

You can grin, but don't bear it. Have a grain of sense, and look at the satin dresses shown on the opposite page. They will not only glorify your present with their sleek lines and sleeker touch, as well as their newness—but you will be able to wear them well through the autumn, thereby kidding yourself into thinking that you've killed two birds with one stone.

We retract the "kidding." The birds *are* dead. And you soar triumphant into the cocktail parties and dinners of July, August, and September in the satin ensemble (first on the opposite page) or in the afternoon or dinner ensemble next to it; and to practically anything, anywhere, in the third dress, a satin daytime frock of real distinction. The dinner-dress, incidentally, has the added lure of a satin evening coat that can be worn separately over almost any kind of afternoon or evening dress.

Satin has sprung to the top of fashion, and looks as though some fabric manufacturer had just invented its slithery shininess. And you will feel this newness when you wear these models, confident that they are not left-over summer fashions, but definite forerunners of a coming mode. They are perfect bridges for that awkward hiatus between the death of summer and the birth of autumn; where the late buying of summer fashions would seem as futile and extravagant as the premature buying of autumn clothes. Moreover, they will probably act as a sort of balm to eyes that have been dazzled by the overwhelming flutter of white all summer long.

We offer the costume illustrated on this page in the conviction that your sports wardrobe is in the same dire need of refreshment and that this candy-striped silk dress with a white piqué coat is the best defence possible against the July furnace blasts and your own mid-season slump.

*Where and how to purchase* —No matter where you live—it is possible to obtain the models shown on these two pages. Aside from the New York shops offering them, you'll find on page 9 a list of additional shops throughout the country where they may be purchased. If you have any difficulty in finding them, write to Vogue, 420 Lexington Avenue, New York City, and we will send you an address conveniently near you. Please state exactly which of the models interests you and enclose a stamped envelope



BEST

**SELECTED BECAUSE**—This sports costume catches your eye with its very new look; the chemisière frock is made of candy-stripe silk; the white piqué coat buttons down the front and is fitted in the new fashion. In misses' sizes. Frock and coat, \$19.75. Coat alone, \$10.75





SAKS-FIFTH AVENUE • JAY-THORPE

### Smart economies in satin

**SELECTED BECAUSE**—Satin is stepping into the foreground; this dinner-ensemble is made of lustrous satin; the dress has a high front and a low back; the coat to match is swag-length and lined with satin, too. In women's and misses' sizes; \$29.75

**SELECTED BECAUSE**—Costumes like this are going to have enormous success; this one is suitable for afternoons or dining; the skirt is made of satin, the dress top and separate jacket of heavy sheer silk crêpe in a light colour. In misses' sizes; \$29.75

**SELECTED BECAUSE**—It (that daytime dress below) is smart this minute and will be just as smart next autumn; it's made of satin, and it has a new high-cut surplice neck-line, crochet faggoting, and a wide, striped satin sash. In misses' sizes; \$19.75



ALTMAN





• Up in the northwest corner is a large flirtatious hat of blue gingham; John-Frederics  
 • Funny high shoulders add sophistication to that dress of red-and-white gingham; Best  
 • Brown gingham constructs the swagger suit. The dress has a big piqué bow; Best

• There's even an umbrella of Anderson gingham—a Follmer Clogg one with a bright handle that couldn't be smarter; from Altman  
 • The gingham sandal, in blue-and-white, is destined for beach wear; Saks-Fifth Avenue. The red-and-white pump is for evening; Altman

• Natural linen Koret bag; green gingham lining; Altman. Koret bag of blue leather, blue-and-white gingham; Saks-Fifth Avenue  
 • Red-and-white sailor; John-Frederics  
 • Black-and-white gloves; Saks-Fifth Avenue  
 • Blue bathing-suit, jersey lined; Altman



# Everything is Gingham



• Here is something to put new life in any sports outfit—a beret and scarf of red plaid gingham; from Saks-Fifth Avenue

• Those crinkled seersucker gingham blouses are new. One, in blue, has a collar; the other, in green, a scarf; Saks-Fifth Avenue

• By now you know, or should know, how good black linen is in this season of 1933, and here is a black linen suit (dress and jacket) raised to the nth degree of attractiveness by means of black-and-white gingham revers and knotted scarf; Saks-Fifth Avenue

• Red-and-white checked gingham—like a farmhouse table-cloth—is the entertaining stuff of this dance dress, with three shoulder ruffles and three rumba hem ruffles; from Best

• And lastly—do get a gingham belt. This one is in green-and-white; Saks-Fifth Avenue





**To see you through the summer**

**Designs for  
practical  
dressmaking**

- FROCK No. 6380—One of those frocks that you can wear all day long, in town or out. It's an "Easy-to-Make" model of dull Acele crêpe, with panels and sleeves in one with the yoke. Designed for sizes 12 to 20; 30 to 38
- FROCK No. 6384—The deep cape collar, with or without the applied band, is a flattering feature of this "Easy-to-Make" crêpe marocain frock. Designed for sizes 32 to 46

- FROCK No. 6382—Notice the novel arrangement of pleats on the bodice of this graceful frock of chiffon from Skinner. The skirt has a panel. Designed for sizes 14 to 20; 32 to 38
- FROCK No. 6383—Smart for afternoon or for informal evenings is this frock of printed semi-sheer crêpe from Celanese. The skirt may be in either of two lengths: ankle length or shorter. Designed for sizes 32 to 44

BACK VIEWS ARE SHOWN ON PAGE 68



# • Halt the Ruin of Gowns Stop the Offense to Friends

ODO·RO·NO gives you absolute, complete protection!



## Odorono saves your dresses and spares your friends from perspiration and odor

Who is the girl so wealthy—and careless—that a perspiration stain on a well-loved gown is something she can look upon without deepest despair?

Where is the girl so highly placed in society that people will like her, whether she offends with the odor of perspiration or not?

In this year of 1933, it's sound

economy to prevent the damage perspiration can do to dresses. And it's socially imperative to guard against the odors that offend friends.

Odorono is a physician's prescription for safely checking needless perspiration. Whatever other measures you use, you still need Odorono. For perspiration *must be prevented*, if you want both to guard your dresses and spare your friends. And powders, sticks, perfumes, greasy creams, and soaps can't save you. But Odorono is certain! It keeps your



arm-pits dry and odorless for days at a time. Use it regularly and your poise will never fail you. Forget to use it, and you endanger your frocks and your friendships.

Choose either the famous Odorono Regular (ruby red) or the newer Instant Odorono (colorless). Both now have the original Odorono sanitary applicator, attached to the bakelite cap. The Odorono applicator is washable, unbreakable, and can't come loose. And it carries just the right amount of liquid for perfect, convenient use.



## TWO KINDS OF ODO·RO·NO

ODO·RO·NO REGULAR (ruby-colored) is for use before retiring. It gives 3 to 7 days' complete protection against underarm perspiration and its odors.

## CHOOSE THE KIND YOU PREFER

INSTANT ODO·RO·NO (colorless) is for quick convenient use while dressing or at any time of day or night. It gives 1 to 3 days' complete underarm protection.

• Send this coupon, if you like

RUTH MILLER, THE ODO·RO·NO CO., INC.  
Dept. 7-V3, 191 Hudson St., New York City

I enclose 8¢. Please send me samples of Odorono Regular and Instant Odorono. (In Canada, address P. O. Box 2320, Montreal.)

Name.....

Address.....

City.....State.....

# ODO·RO·NO Saves Clothes





BACK VIEWS ARE SHOWN ON PAGE 68

### Designs for practical dressmaking

ENSEMBLE No. 6378—Cool and chic for hot days in town—a one-piece frock of a novelty fabric of Dupon-aise yarn, with a sleeveless coat to match. Note the neck-line and shoulders. Designed for sizes 32 to 42

ENSEMBLE No. 6379 Piqué evening frocks are very smart, and this one is an "Easy-to-Make" model. The swagger wrap is of the same narrow-ridge piqué from Ameritex. Designed for sizes 32 to 40

ENSEMBLE 6385—This ensemble makes all sorts of combinations possible. The sleeveless frock and swagger coat are of tweed linen; the overblouse of polka-dot linen. Designed for sizes 32 to 40

Patterns may be purchased from any shop selling Vogue patterns, or by mail, postage prepaid, from Vogue Pattern Service, Greenwich, Connecticut; 1196 The Merchandise Mart, Chicago, Illinois; or 523 Mission Street, San Francisco, California; in Canada, 360 Adelaide Street, West, Toronto, Ontario. Prices of patterns are given on page 75.



# If your COMPLEXION is less than GLAMOROUS, Why?

BY PATRICIA GORDON

THERE ARE several 'whys' which explain the failure of much complexion care. Do you want to know them? And how to be assured of a vibrantly beautiful complexion? First, then, usual cleansing creams are at fault. It is not enough that they remove surface dust. Within the pores is an acid substance called "pore film." Every skin has it. Pore film resists usual cleansing cream. It remains within the pores, hidden, invisible, a constant irritant. When pores are choked with pore film, a nourishing cream is but partly effective. It cannot penetrate as it should to stimulate and revive. Thus the complexion is starved to dryness, or irritated to oiliness. You see how simply this state of affairs explains the seeming failure of nourishing creams to benefit.

Another 'why.' Pores that are finely invisible in youthful complexions begin to relax in very early womanhood. You can check this coarsening process. But few women realize the need; fewer still what to do.



## Princess Pat complexion care provides for the "WHYS"

### EXQUISITELY BEAUTIFUL MAKE-UP. HARMONIZED, NATURAL, FASHIONABLE.

Princess Pat Face Powder, almond base. Exquisitely soft and clinging. Made exclusively with almond base. No starch. Prevents coarse pores. Princess Pat powder velvets the skin without powdery appearance. Supremely aristocratic in its loveliness. Exclusive shades, including Rose-Cameo, Olde Ivory, Ochre, Mauve . . . . . 75c, \$1.00.



Princess Pat Rouge. To give vibrant, glowing color that actually seems to come from within the skin, like a natural blush. The only Duo-Tone rouge . . . a mysterious undertone to match your skin; an overtone for radiant beauty. You can use more than one shade of Princess Pat rouge; select to harmonize make-up with costume . . . . . 50c. Lip Rouge in shades to harmonize. 50c, 75c.

Princess Pat Tinted Foundation. Tints the complexion in exquisite tones. A subtle, lovely "finish" before your powder. Cannot be detected, yet conceals imperfections. Gives the skin flower-petal beauty that is ravishing. Waterproof. Protects the skin from injury by sun, wind, exposure. . . . . \$1.50, \$2.50, \$4.50.



Your skin will respond magically to scientific Princess Pat complexion care because: **PRINCESS PAT SKIN CLEANSER** (cold cream) contains a gentle solvent for acid pore film. This irritating substance is flushed away completely. The skin is beautifully, thoroughly, delightfully cleansed . . . . . 50c, \$1.00, \$1.75. **PRINCESS PAT SKIN FOOD CREAM** penetrates to the full extent, giving back to the skin its daily loss of natural oils. . . . . 75c, \$2.00, \$3.50. **PRINCESS PAT ICE ASTRINGENT** refines the pores. Cooling, stimulating, gentle, it affords Nature just the required assistance to check relaxation of the pores. It is assurance of a fine-grained, beautiful skin. Cream 75c—Liquid \$1.00.

*If you desire complexion beauty now, if you wish to retain a soft, perfect skin, try these three Princess Pat beauty aids.*

**PRINCESS PAT PREPARATIONS FOR SPECIAL NEEDS** **EGG MASQUE.** Clears the skin, banishing blackheads and whiteheads. Firms, tones, stimulates. Erases lines . . . . . \$1.00, \$2.00, \$3.50. **MUSCLE OIL DOUBLE STRENGTH.** Irradiated with Ultra Violet Ray. To firm sagging muscles, restore facial contours, eradicate wrinkles. . . \$1.00, \$2.00.

**MAKE-UP ENSEMBLE.** All the essentials of harmonized make-up grouped for convenience and contained in case designed in rich gold, lacquered red, and glossy black. Eye Shadow, mascara, eyebrow pencil, rouge and lip rouge. Ideal for the dressing table, or traveling . . . . . \$3.00.

# PRINCESS PAT

LONDON . . . . . CHICAGO





• Above: "And now for the family man who wants a record of his growing children"... Mr. and Mrs. Priestley with their baby son at home... Highgate.

## A GOOD COMPANION

By J. B. PRIESTLEY

Author of "The Good Companions,"

"Angel Pavement" and "Faraway"



• "In New York... I took the skyscrapers from every angle."

THERE can be no doubt that my Ciné-Kodak camera has proved itself to be one of my most amusing and exciting possessions. I have made use of it, first as an occasional traveller, and secondly as a family man.

• My first travel pictures were very modest. I took the film camera down to Falmouth with me, and there I took "shots" of the wrecked U-boats that still remain on the rocks just outside the town. The famous old clipper, the "Cutty-Sark," is (or was) at rest in Falmouth Harbour, and I managed to get some pictures of her, too. All too soon there will be no "Cutty-Sark," but I shall still have my film of her to enjoy. Then, last year, turning ambitious in

my travel, I gave my movie camera a fine spree. I began with foggy Southampton sliding away from the "Olympic." In New York—a city that immediately inspires us movie men—I took pictures of the skyscrapers from every conceivable angle, and several times I was photographed while photographing. Jumping across the continent, I took the hills, skyscrapers, and great ferries of that enchanting city, San Francisco. And then off to the South Seas...

• The South Seas asked for it, and they got it. I took them in black and white, and I took them in Kodacolor. This very night, if I wish to, I can bring the blue majesty of the Pacific into my drawing room. I can set up my screen



and then open a little window through which you can see, to the last blue or gold gleam, the famous magical islands. On the way back, I bagged the big trees of the Yosemite, the Rockies, the Canadian prairie, and some quick shots of the Great Lakes. I also have a good fat reel of Canadian pictures, and if the worst comes to the worst and I have done with authorship, I shall open a little side show at fairs and show these travel pictures and lecture on them.

- So much for the traveller. And now for the family man, who wants a record of his growing children. For children grow up far too quickly. Hardly do they reach one enchanting stage than they are out of it again.
- Where now are those chubby three-year-olds? Snapshots will do something, but a movie camera is the thing. It shows movement, and something characteristic of the children is caught and held forever. The family album is now something that is alive, and the living past rises up and capers for you.
- A record of distant and romantic travel is good, but better still is a record of the adventures of one's own family. Once you have taken your films, you need never let go of a good holiday; you can slip back into it any winter night. The sun shines again; the spray hides the rocks; the open sea glitters beyond; and here, once again, is the whole gang of you, racing along the beach. For a while, time has been annihilated, and the clock put back.
- The children like the old Chaplin films and the travel pictures you can borrow from the Kodoscope Library. But still more do they enjoy seeing themselves and their friends on the screen. They enjoy this, and so do we.

Sometimes I wonder what we shall feel if and when we see these films when we are old and they are all grown up. I know this, that if *they* have children, it will be the greatest fun in the world showing these films to those children. That will be a fine hobby for a grandfather.

"Show us those funny old films," that unborn generation will cry, clapping its hands. And then the lights will be turned out and 1933 will be plucked out of limbo for the delight of 1963.

- Perhaps I ought to explain that I am no camera man. I take the least possible trouble with the job, and am probably not fit to handle the fine delicate instrument that the Kodak people have manufactured.
- But the results are good. They please me; they please the family; and those friends who are privileged to be given a picture show.
- Perhaps if I took more trouble I would get still better pictures; I don't know. I do know that this film camera enables a lazy fellow like myself to have a record, if necessary, of everything amusing that happens to us, whether it is concerned with bears in North America or paddling at Frinton.—J. B. P.

• • •

*Note:* With Ciné-Kodak, simplest of home movie cameras, you can take splendid movies of your own as easily as you now take snapshots. Any Ciné-Kodak dealer will gladly show you sample reels....The famous Model "K," Eastman's finest movie camera, "does everything." Takes telephoto movies. Wide-angle. Kodacolor (movies in full natural color). Indoor movies by daylight. Loads with full 100 feet of 16 mm. film. Eastman Kodak Company, Rochester, New York.



• Above. "If the worst comes to the worst and I have done with authorship . . ."



• Right. "I have a good fat reel of Canadian pictures . . . the big trees of the Yosemite, the Rockies, the Canadian prairie."

• Below. "I do know that this camera enables a lazy fellow like myself to have a record of everything amusing that happens to us."



• Left. "I took the South Seas in black and white and in Kodacolor. This very night I can bring the blue majesty of the Pacific into my drawing room."



**Ciné-Kodak "K"**  
Eastman's Finest Movie Camera



Perfect is the word  
for Peggy Sage's Polish



You've probably visited the Peggy Sage Salon yourself...or wanted to! But barring that grand adventure the next greatest thrill is Peggy Sage Polish, for fingertip-tinting at home.

To all lovely ladies, whom it *does* concern: Peggy Sage Polish is not only *de luxe*, but *de rigueur*. For her wide range of exclusive colors are really something to write home about...mellow and exotic in the deeper shades...pale and elusive in the pink range.

● Liquid Polish in exclusive Peggy Sage Shades . . \$1.00  
"Set of Two" with Polish and Polish Remover . . \$1.50



● Cuticle Remover \$.75  
Cuticle Oil . . \$.75  
Hand Smoother and Softener Cream \$1.00  
Cuticle Cream . \$.75  
Hand Lotion . \$1.00

Peggy Sage  
Salon MANICURE PREPARATIONS

PHONE PLAZA  
3-9011

for appointment at Miss Sage's Salon  
"Where the Smart World Acquires Smart Hands"

PEGGY SAGE, 50 EAST 57th STREET, NEW YORK



A happy thought for summer days is Lucien Lelong's delightfully fragrant and light eau de Cologne in an amusing crackled glass bottle. You can find it at the better shops



To supplement the classic rouge and lipstick, Louis Philippe presents a new olive-oil base powder. Clinging, dull of finish, it is available in three skin tones at most shops

## ON HER DRESSING-TABLE

IF YOURS is a rushed and frantic life, a single preparation that is an adequate and complete beauty treatment in itself is something to bring joy to the heart. Just such a preparation is the Junis Facial Cream, for it does an efficient job of cleansing and of softening the skin, it provides a smooth foundation for powder, and, when it is used liberally, it allows the skin to tan without burning. Not all of its virtues lie in its versatility, however, for it has three unique features to distinguish it as a triumph of scientific research. The first is that it contains concentrated sebisol, a lubricant that helps to replenish the ever-diminishing supply of natural oil in the skin and thus does much towards keeping the skin soft and young. The second is that the cream is non-alkaline, which makes it especially efficacious and kind to the skin. And third, it does not contain even the smallest amount of wax or paraffin. You can buy this superior preparation,

a product of the Pepsodent Company, at department and drug stores.

A stroke of genius is the Odo-Ro-No Compact, which is making the rounds of the shops and proving itself to be an indispensable hand-bag accessory. It looks for all the world like a trim little vanity-case, and the cake of faintly scented powder and lamb's-wool puff within increase the illusion, but its purpose is to check perspiration and to nullify perspiration odour. You can smooth on the powder with the puff as often as you need to and at any time—even immediately after hair has been removed—without irritating the skin or doing devastating things to dress fabrics. A grand idea, at such a small cost that you can have a compact for every bag.

The sunburn situation has taken on a new complexion this summer. Ladies want to get brown, but not so brown. Or, they don't want to get brown at all. Or, they want to minimize what brown they (Continued on page 71)



Here is Coty's "Beauty Guardian Set"—skin tonic, foundation, cleansing, and tissue creams, in cool-looking turquoise-blue and white containers, snugly assembled in a blue box. A kit no week-end bag should be without

MARTINUS ANDERSEN



*Franker than your closest friend!*  
*Symphonie*  
**TRUTH-GLASS**  
*Given free!*



FOR genuine "constructive criticism" on any skin-condition, see the SYMPHONIE Truth-Glass!

This new mirror is "magical" in fact, not fancy. It is precisely, scientifically gauged to magnify your skin-texture for study, and to bring to light those deep, foundation-flesh-tints which SYMPHONIE Powder so accurately matches. Armand gives you this mirror (with magnifying and full-view surfaces) expressly for you to see SYMPHONIE Powder "self-shade" as you blend it in. And to observe how SYMPHONIE's peculiar "youth-texture" smooths over all fine lines and skin-imperfections so that your face is *evenly* clear, fair, and fine.

Here's the most positive . . . the most profitable complexion-discovery you ever made for yourself! And you pay nothing whatever for the mirror when you get it in conjunction with SYMPHONIE Powder. The Truth-Glass, of course, is not for sale at any store, but you will readily find SYMPHONIE at good toilet-counters.



**FREE AT BETTER DEPARTMENT STORES**



SYMPHONIE Truth-Glass is offered *free* this month with every purchase of the regular \$1 box of SYMPHONIE Powder. Most good stores have their supplies on hand *now*. Ask for SYMPHONIE at any good toilet-counter, anywhere.

**SYMPHONIE**  
 the only self-shading face powder



All for Beauty



## Look Inside The Jar With Us

*Do you expect magic from your beauty creams? Then you should know this. There are no ingredients in the world that can have a really magical effect on the skin. If there were, HARRIET HUBBARD AYER creams would contain those ingredients.*

*The HARRIET HUBBARD AYER creams cleanse, soften, refine, protect, beautify. More than this, no cream in the world can accomplish.*

*They are made of the best and purest ingredients known. The oils in them are so closely allied to the natural skin fats that they are readily absorbed and utilized. The formulas are scientifically balanced to supply perfectly the fundamental needs of the skin. These are the reasons the HARRIET HUBBARD AYER beauty creams are perfection. And they are made specifically for home beauty care, which means daily care, to thwart each day's aging process . . . to keep the skin fresh, firm, lovely.*

*When you purchase these famous HARRIET HUBBARD AYER creams you know you are getting the best that money can buy. By using them faithfully you are guarding your beauty intelligently and economically.*

*LUXURIA . . . foundation for beauty . . . to cleanse and soften. 45c, 85c, \$1.95, \$2.75*

*SKIN & TISSUE BUILDER . . . to help smooth out wrinkles. 85c, \$1.65, \$4.40, \$7.15*

*BEAUTIFYING FACE CREAM . . . the cherished beautifier and powder base. 85c, \$1.65, \$4.40, \$7.15*

*Send for the free booklet  
"All for Beauty."*

**HARRIET HUBBARD AYER**  
INCORPORATED  
**BEAUTY PREPARATIONS**

MONTREAL NEW YORK LONDON  
PARIS

## KEEPING UP APPEARANCES

(CONTINUED FROM PAGE 45)

blue-silver, brown-gold, mauve-gold, and other admixtures which give a lovely sheen to the lids. In Paris, smart women use pure gold and pure silver—very mysterious.

• At any rate, your eyelids and brows should be shiny, and vaseline, gland cream, or brilliantine is very good for the purpose. This look of a sort of sheen all over the face is what is

known in the beauty circles as the "Luminous Make-Up."

• Part of the "Luminous Make-Up" depends on the glitter of the lips, and this may be given with a greasy lipstick. This is done a great deal in Paris, where there are two schools of thought, made up of those who hate the shiny look and those who think it's luscious.

## TUBBABLE FASHIONS

(CONTINUED FROM PAGE 37)

Women have always loved the fresh, cool feeling of washable things, but a great deterrent has been the shrinkage worry. Now this has been gloriously solved by the Sanforizing, pre-shrinking process. Watch for Sanforized things when you buy, and your heart will be at rest!

For advice on fabric gloves and the little things that must be kept in the pink—or white—of condition, we interviewed Betty, a "Lady's lady" who is an acquaintance of ours. Betty has seen many wash-days come and go, and she has good hands on an iron.

"My," she said, "it's getting to be just like the old days when Madame's mother and her daughters had twenty-one petticoats a week between 'em in the wash. I remember when I was hard put to it Thursdays to find enough hangers for their shirt-waists."

Betty believes in putting all fabric gloves flat to dry, smoothing them out so carefully that there's little need to iron them unless they have elaborate ruffles, for it's apt to cause unseemly seams, if you know what we mean.

"No, I don't hold with overstretching on the neckwear," says Betty. "If a white thing's washed right, with Lux or Ivory Flakes, and finished off with a bit of bluing, a good hot iron'll do the rest, and you won't see Madame looking wilted after the first hour when the starchiness starts to go. Of course, no matter what I tell you, Miss, what you really need to take care of your washables is a little love."

Suppose that you are a Lady with a Linen Suit. You will be a bit fearful about just what your Alma in the laundry will manage in the way of scalloping its hem, and decide to send it out. And you will probably be quite right, for a tailored suit requires a very heavy iron, sleeve-boards, and such, which have been discarded in most households. We recommend that you find the best laundry possible; you will be repaid in the end, even though it is bound to charge you more. In New York, such places as Maison Française, Mrs. Adams, and Jeanne Bosquet, who has served one of our friends for twenty years, are very dear; but the effects you can achieve with the radiantly fresh things they send back seem well worth the expense.

People like Madame Marthe at the Maison Française are proud of their work, and proud of their clientele.

They will tell you about the high spots of Mrs. Harry Payne Whitney's laundry, or the Huttons'. They remember the ruffles on Mrs. Richard Water's linen sheets, and Madame still clucks over Pola Negri's underthings. Madame's husband himself delivers the laundry of distinguished customers. On one occasion, he called at the ateliers of Hattie Carnegie, a devoted customer. Miss Carnegie herself spied him and thrust him into the salon, in which several customers were chatting.

"Here," she said, "is the most expensive laundryman in New York."

Monsieur Loustalot pulled himself up to his full height. "Yes," he replied elegantly, "you and I, Madame, are in the same pot. We are both artistes."

Interested in the aristocracy of the laundry business, we made a tour at Maison Française with Madame Marthe. This is washing in the grand manner! We were fascinated by the bizarre equipment. To do the flutings on such linen gloves as the Nicolet ones over on the lowest wash-line at the left on page 36, or the Kroupina linen boa, you must have a fluting iron. This curious implement looks more like a broad curling-iron than anything else we can think of, and it is heated over a gas flame and used around the edges of any shirred or ruffled thing to make a neat, even ripple. For puffed sleeves or any rounded part, there is a puff iron, which looks like a gigantic, long-stemmed iron mushroom. When this is heated (over a gas flame again), the sleeve is slipped over it and drawn back and forth to achieve a crisp puff without any of the little creases that your own Biddy would not be able to avoid. These oddments can be found at the Bazar Français in New York or in other shops that are full of Old-World charm.

Pleats are entirely *fait à la main*—which requires skilful hands and long training. Time was, a couple of years ago, when the little French girls who do this work made eight dollars a day—which explains a lot about price, as they often spend an entire day on a fine christening gown. You might tell your laundress this trick of theirs: take accurate measurements of clothes before washing them and check up afterwards to make sure they are ironed to the sixteenth of an inch of the same size.





## PORTRAITS OF THE VERY YOUNG

(CONTINUED FROM PAGE 48)

as a highly competent child portraitist. For more conventionalized treatment—pure design coupled with real character analysis—, Bernard Boutet de Monvel excels. (His "First Communion" is reproduced on page 48.) Foujita, Elsa Schmidt, and Elizabeth Telling of Chicago have done exquisite drawings of children, tinged with fantasy and that other-worldliness infants sometimes possess. Simka Simkhovitch, in his oils, also captures this quality, adding to it a very individual brilliance of colour. Other highly dependable and sensitive portraitists of the young are John Young-Hunter, and—in her drawings especially—Thelma Cudlipp Grosvenor.

In miniatures, Margaret Foote Hawley is preeminent—managing to invest a two-inch square with a world of personality and life, besides accurate likeness. May Fairchild is another expert in this restricted field of art-

minutiae, making much with little.

Among the photographers who can make pictures of children far more than mere records are Lena Towsley (who miraculously catches babies in their most beguiling aspects), Mrs. Burden Stage, Clara Sipprell, Toni Frissell, and Lee Miller. All five have a real sense of composition, line, and spirit to add to their essential instinct for The Moment. Then, of course, there are the Misses Selby, who have probably taken the "first" pictures of most of the babies born in this city in the last three decades.

We have doubtless omitted a number of excellent artists in the field of child portraiture; but, out of those mentioned, you can surely find some one who will do justice to the beauty or charm of your youngsters.

And don't worry about the hardship of the sitting. The ordeal is far worse for the painter than for the child!

## STAGE

(CONTINUED FROM PAGE 49)

theatrical values. Which is but another way of saying, its direct, throbbing, exciting emotional values. And, strangely, the audiences at the Alvin Theatre, composed of metropolitan people, respond to it thus; they are involved, truly affected by its emotional and theatrical straightforwardness, its genuine and ringing sincerity.

The version The Players use—the Aiken dramatization revised by A. E. Thomas—is never self-conscious. When the story calls for heart interest, uncompromising heart interest is forthcoming. Simon Legree has no redeeming quality; the good are all good, the spiritually inclined are saints on earth—and later in heaven. Only the comic people are what we call mixtures—Topsy who never had a mother, who "jis" grewed, Marks, the so-disant lawyer, and the man who for love's sake professes Quakerism ("I am the result of a strong argument," he says). In fact, "Uncle Tom's Cabin" is good, big, resounding, unalloyed theatre.

The actors under Earle Boothe's direction play it that way. And the people who are flocking to Fifty-Second Street in great numbers to see it, catch its mood even before the rise of the first curtain and retain it through the apotheosis of Uncle Tom on which the final curtain falls.

Otis Skinner played Uncle Tom in 1877 in what was, according to the program, the "Grand Revival of Mrs. Harriet Beecher Stowe's Great Moral and Religious Drama." He is playing it now—or, rather, he is now Uncle Tom again. Quite obviously, he does not question the old slave—he believes in him. But that is true of practically every member of the long cast, a cast that, as some one has said, reads like a Who's Who of the Theatre. Elizabeth Risdon, Pedro de Cordoba, Cecilia Loftus, John Daly Murphy, Sylvia Field, Eleanor Goodrich, Lois Shore, Thomas Chalmers—these are but a few of the famous.

Fay Bainter's Topsy is sheer de-

light—comedy and pathos are splendidly blended in it. And she plays with a happy abandon that has been absent from her recent work. Her performance is the histrionic sensation of the revival.

The others, with but one exception, act with a heartiness, a zest, a big gesture our cramped contemporary drama has not afforded them the opportunity to exercise. The word cramped is used advisedly. Beside "Uncle Tom's Cabin," the dramas of recent decades are cramped; in referring to it, one instinctively speaks of decades, not of mere years. The classic of the final period of the slave era in its dramatic form "splashes at a ten league canvas, with brushes of comet's hair."


Donald Oenslager's scenery is as truly of the theatre as the play, the acting, and the direction. Like the tunes of the 'Sixties, which an orchestra renders between the episodes, it does not deign to attempt deception. It is frankly painted canvas; only the furniture and the properties the action demands, the bloodhounds and the donkey Lawyer Marks rides are real, all the other "fixin's" are painted on the drops. Eliza crosses blocks of ice joined in groups that jiggle; to all appearances, she is up to her waist in the river, her feet never having touched the ice. The boulders of the "Rocky Pass in the Hills" might easily be the ice-groups standing on end and painted differently. Yet, strangely, all that, far from destroying illusion, actually creates it.

We could not endure a steady diet of this kind of drama, acting, and décor: its mood, method, and sentiments are not ours. But seeing it is most salutary; it deflates our arrogance, shows us that this particular moment is not the first that could create fine things in its own fashion and that it will not be the last. "Uncle Tom's Cabin" is the town's greatest success and could continue to be so for months.

★

# bag of the evening

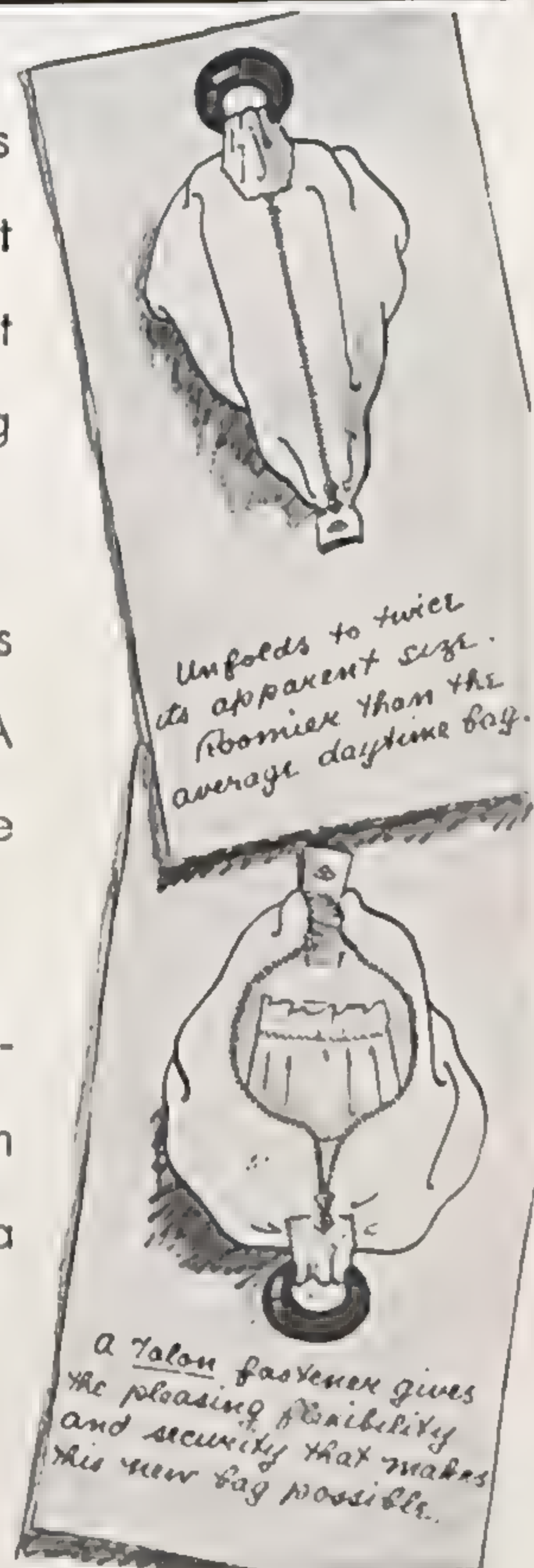
★ by **KORET**



**AN IMPUDENT PUFF** of a thing, this original evening bag adapted by Koret ... A trifle to dangle from your finger, yet it holds in its deceptive depths everything the fussiest lady could want.

**FOR KORET'S** "Bag of the Evening" is double... just twice as big as it looks. A snap and a dainty Talon fastener do the trick and keep the secret.

**DELICATE CREPE**, crinkled in an old-fashioned seersucker pattern is lined with heavy grosgrain silk and topped with a ring in clear jewel tones.



# Koret

SOLD IN THE FINEST SHOPS EVERYWHERE  
LOOK FOR THE KORET FASHION MARK  
INC • 33 EAST 33RD ST • NEW YORK





# France

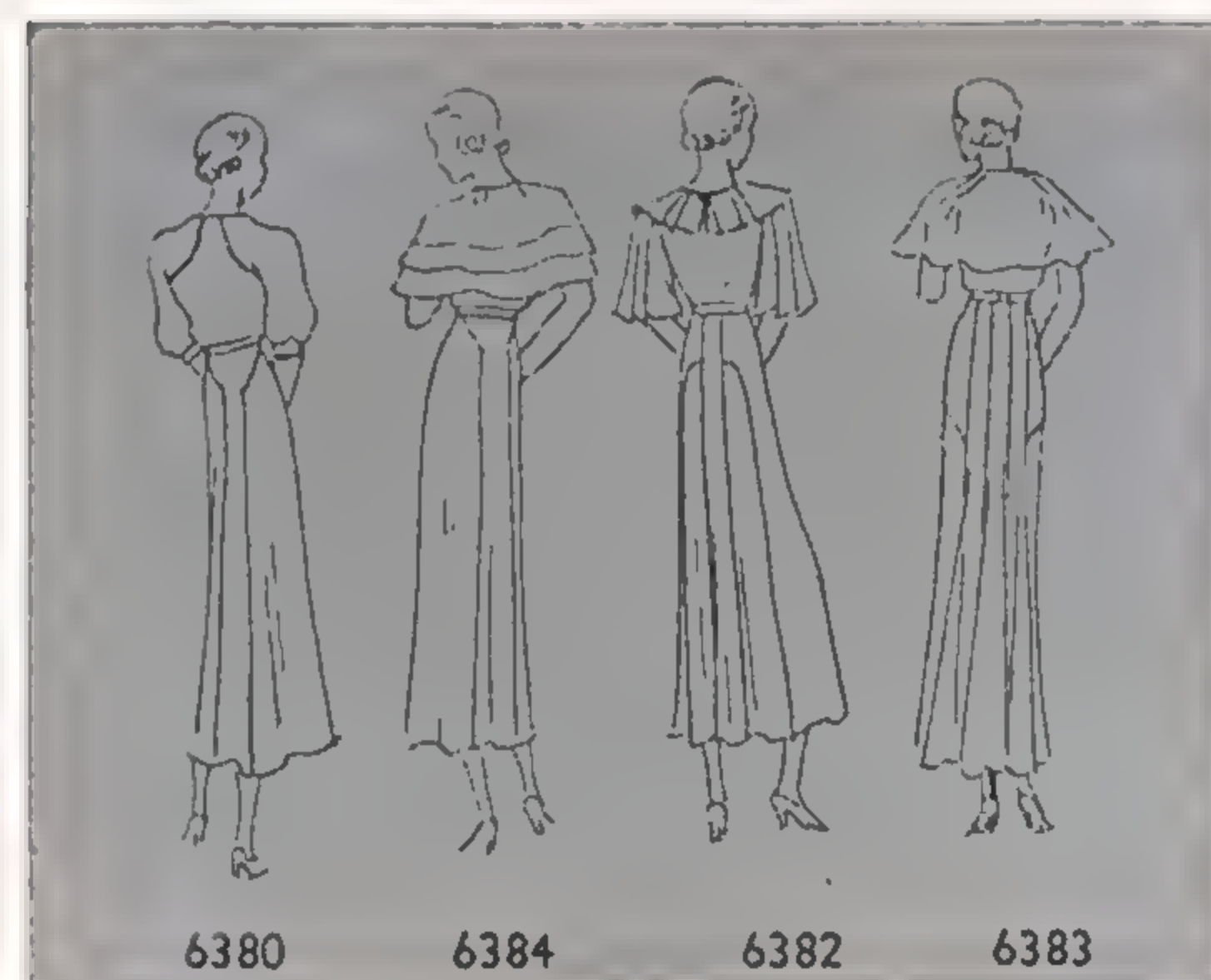
Empire of the sun... of solace and of cheer... whose very name brings joy into the world ▲

Biarritz, Dinard and Deauville with their gorgeous beaches, a setting of the utmost chic for every scintillating hour... the world-known thermal baths of Vichy, Dax, Cauterets, Aix, Luchon and Vittel, at modest rates, dispensing health and happiness... La Baule and Le Touquet where *tout* Paris spends its week-ends ▲ Juan-les-Pins and the whole Riviera lying tanned and gay under striped umbrellas ▲ Mont Saint Michel of the middle ages ▲ Arles, Carcassonne and St. Remy, tremendous fragments from the spacious long ago ▲ Tranquil days along the Loire... Chinon where Jeanne de Arc met her king ▲ Quartier Latin, lodestar of the moonstruck children of art... the garrets where poor Trilby loved, sang and died... the haunts of Rodin and Anatole France... golf with an international set over the fairways of St. Cloud, St. Germain, Chantilly and Fontainebleau, in a countryside rich with memories of Francis I and Henry IV ▲ The finest and fastest trains with tariffs of less than two cents a mile... hotels, villas and pensions cheaper than ever before ▲ *France, the most beautiful country here below, and so will remain, world without end* ▲ Any local travel agency will help plan your holiday in France this summer.

**RAILWAYS**  
of  
**FRANCE**

**1 East 57th Street N.Y.**

## BEHIND THE BACK OF FASHION



That upper row of sketches shows the backs of the frocks on page 58. Note the ingenious cut of the skirts

The ensembles on page 60 are shown from another angle in the lower row, above. All have swagger-length coats

## LIQUIDATING SUMMER

(CONTINUED FROM PAGE 50)

don't want to overdo it. The cold roast or turkey that graces a regulation buffet is too substantial, but it is well to have a salad and to include two or three hot canapés.

The cocktail buffet that is shown in the photograph on page 50 was snapped in the dining-room of a country house, where the guests strolled in and took just what they wanted, and the drinks were served out on the terrace. All the food that appears in this photograph was prepared by Mary Elizabeth, Ltd. There is a sea-food salad, all kinds of canapés—cornucopias of dried beef stuffed with cheese, olives, shrimps to be dipped into stiff mayonnaise, stuffed green-pepper strips, and a mixture of "vegetable caviar" on toast circles, which is eggplant deliciously seasoned and flavoured. The rose radishes, carrot strips, celery hearts, and flowerets of uncooked cauliflower are especially delicious things to munch on in summer. For hot canapés, there are little grilled sausages with toothpicks stuck through them (these came from Vendôme, and always make a hit) and Russian Pirojkies.

In case you are wondering what Russian Pirojkies might be, they are a Mary Elizabeth spécialité, introduced there by the Baroness Steinheil, who has inaugurated a sort of party service in that restaurant, and they are delicious. The filling may be any variety of tidbit—chicken, ham, fish, mushrooms—finely minced and rolled up in different kinds of pastry. You can order them by the dozen.

If you want to add one more substantial hot dish to this menu, you might have "hot dogs" or home-baked beans, and there is a very handsome double dish for such a purpose to be had from Mrs. Ranger, which will complement the white cocktail setting. For other ideas for cocktail buffet food, a platter of crisp bits of bacon, thin fried potatoes, small fried white-bait (the last two Paris ideas), miniature cheese soufflés, huge iced ripe olives, soaked in olive-oil in which there was a clove of garlic, rolls of paper-thin Italian ham—any of these will bring you *réclame*.

As for the drinks themselves, every taste is accounted for on the tray shown on page 50, and this is a convenient method of bringing in a lot of different kinds of drinks. Here are the Scotch and White Rock, open shaker for stirring Martinis (never, never shake a Martini!), and a closed shaker for a sweet cocktail or tomato-juice, with glasses for all kinds.

**HENRI'S FRENCH STICKS GLACÉ:** A dough is made with one pound of pastry flour and fourteen ounces of salted butter, which are mixed well by hand, when half a pint of water is added, and the dough is rolled out and folded three times, and placed in a refrigerator to harden for not less than thirty minutes before using.

It is then rolled in granulated sugar, cut in slices about six inches long by one inch wide, put in a dry pan, and baked in the oven at 425 to 450 degrees of heat. These bake very quickly.



## PIRACY ON THE HIGH FASHIONS

(CONTINUED FROM PAGE 28)

was this: little fly-by-night manufacturers would sneak in and out again with sketches of the new models, which the fly-by-nighters would proceed to approximate from almost-as-good materials, but very much underpaid labour; and, also, some retail shops themselves, thinking to get away with something, would buy one model and then send it out to a cheap manufacturer to run up in a version that they could sell to their customers with the proud, if somewhat untrue boast: "It's the same thing at half the price." This sort of thing was surely enough to drive a reputable designing manufacturer to drink. Instead of drink, the Guild was formed.

Now, if any shop buys pirate copies of Guild clothes, that shop is immediately forbidden the portals of all Guild members; it can no longer buy clothes from any of the Guild members—and that is a form of excommunication no right-thinking shop would be willing to brave. The same thing goes for fab-

rics; copies of fabrics which were designed by leading firms can not be sold unless the seller wants to forfeit his rights to buy original materials.

The American woman does not really need to be made copy-conscious. It has been some time since she really believed in fashion miracles—that Santa Claus could bring dresses to good little girls for half the price. The American woman has grasped the idea that, in the long run, a dress looks only as well as the price promises.

But she is, in a measure, in the hands of the woman who sells her clothes. She is, to a certain extent, the helpless victim of fashion piracy. The Fashion Originators' Guild is a step in the direction of protecting the American woman. Due to the work of the Guild, she is now able to know what she is getting—whether it is an original or a copy. And one of the outstanding traits of the American character is the desire to know what you're getting!

## PICK-ME-UPS

(CONTINUED FROM PAGE 47)

been feeling like the Forgotten Woman just before. Do something crazy that you never ordinarily do, like going dancing at some such taxi-dance-hall as Roseland, or go over all the roller-coasters at Playland. A short course in roller-coasting knocks most gloomy emotions galley-west. In general, put very little restraint on yourself; have what used to be called a good cry, or even a good fight. Tell somebody what you really think of him; break a phonograph record over some man's head, and the reconciliation will be delicious.

• The great cure-all, the anodyne for everything, is, of course, to get yourself a new beau. Or you might manage to see only those people who have a congenial "pick-me-up" effect, yet are not too stimulating. And sometimes, seeing no human face at all works—just going to bed in a dark room for a whole day turns the trick.

• You can fool your own psyche by giving it such good food, so shrewdly ordered, that it lies down and stops kicking. These menus are perfect for that:

## BREAKFAST

Vast tumbler of orange-juice  
Cold breakfast cereal  
Tea instead of coffee in hot weather  
Toast or toasted brioché

## LUNCHEON

Iced clam-juice  
or  
Crème Vichyssoise  
(cold cream soup of chicken and leeks)  
Curried sea food  
(Curry makes you cool. Ask Mother India)  
Ice-cold asparagus with vinaigrette sauce  
Fruit ice  
or  
Iced fruit compote

## DINNER

Cold clear soup  
Cold roast squab, stuffed with truffles  
Green peas with baby onions  
Green salad  
Raspberry water-ice with black cherries

• Go to see the easiest, gayest, least worth-while movie with the best-looking star that is to be found. Read the kind of novel that appeals to you from the book-shop window, but which usually you sternly reject in favour of

more educational reading—perhaps *In One Ear*, *Werewolf of Paris*, if you like horror stuff, or *Sing before Breakfast*. Go to a matinée of a good and amusing play, alone, which is a great comfort and release. Or go to a gay restaurant—sit outdoors on the Waldorf Roof or nearly outdoors at the Casino or Claremont.

• There is nothing like having your hair done a new way to make you feel entirely different and attractive. Having it done at all is stimulating, but, if you try tricks with it, make your hair-dresser pin your whole head into Mistinguette curls—you will feel like somebody else and behave quite gaily. And while the shampoo is in process, ask for an extra thorough head rubbing. A little physical pummelling often works wonders with a mental slump. Finnish massage, osteopathic treatments, or beauty treatments start your circulation going on the job of picking you up. And there are stimulating creams to pat on your face that make a lot of difference. And eye pads, eye-wash, and wonderful eye-drops that make your eyes sparkle—are all good.

• And lastly, so long as Americans are Americans, the pick-me-up of all pick-me-ups will probably always be the bath. There are those who swear by the ice-cold shower for a spirit-raiser, followed by a sponge of eau de Cologne, or by a rub-down with a loofah—that big scratchy thing made of subsea growth which makes you pink and glowing—inside and out. And there is the other school who find it more relaxing to sink, smeared over with a *crème pour le bain*, into a soothing bath, pungent with green pine essence or soluble bath oils and drawn to exactly 95° Fahrenheit. With a bath pillow to lie back on and a bath tray in front, laden down with creams and soaps and sponges and cigarettes and a book—there they stay for a restful half-hour, and finally the world begins to appear all right again.

# THE AMERICAN MISS IS FASTIDIOUS . . .



**ZIP**  
IT'S OFF  
because  
IT'S OUT

**PERMANENTLY DESTROYS**

## SUPERFLUOUS HAIR

With ZIP Epilator available, how foolish it is to worry about embarrassing hair growths. More important than makeup; more vital than innumerable beauty treatments, the *permanent* elimination of superfluous hair should have your first attention. And it's so simple. After the first application, not a hair is visible. And remember, ZIP Epilator gets at the *cause* and destroys the growth on face, arms, legs and body. Generous package \$1.00. Sold everywhere. Treatment or Free Demonstration at my Salon.

## ZIP DEPILATORY CREAM

is an ideal product, a smooth mild white cream for removing hair from the arms, legs and body. As delightful as your choicest cold cream. Simply spread on and rinse off. You will be surprised how quickly it works. And it's perfumed! Giant tube only 50c.



## ZIP DEODORANT PENCIL

Banishes every suggestion of perspiration. Be immaculate with this modern swivel pencil. Convenient. Efficient. Smart. 50c. Good stores or by mail.

*Madame Berthe*  
SPECIALIST

562 FIFTH AVENUE NEW YORK



## SUMMER SYNOPSIS

(CONTINUED FROM PAGE 23)

MAN: It's a hard life—this New York summer.

He looks at Girl, smiling.—FADE-OUT.

(Writer's note: To stress romantic element, also to get good shots of greenery, swimming scene can be substituted by Man and Girl riding in an open victoria through Central Park, followed by tea at the Plaza Hotel.)

SCENE VI. Waldorf Starlight Roof, about eight-thirty P. M. Long-shot of dim, spacious room, ceiling hung with illuminated blue and silver stars. Jack Denny conducting orchestra on wide podium facing entrance. All tables filled with people dining, above average in distinction of face and smartness of dress. Outstanding formal gowns of women either flowered cottons or Chanel pink piqué. Much Andalusian silhouette. Informal Mainbocher prints with medium-large straw hats.

Lens travels through room out of French windows at end onto terrace with tables. Japanese bamboo awnings above, beyond which the stars can be seen. Vague hum of traffic innumerable storeys below. Dim table lights illuminating young faces enthralled by the beauty of the night and by the strangeness of the dark, pinnacled city.

Next to the stone railing are the Man and the Girl slowly eating their fruit canapés, still looking at each other and smiling. Man particularly handsome in white mess-jacket, Girl more than equal to him in Augustabernard white organdie with the vertical ruffles below the knee and above the waist—very Spanish.

MAN: Happy?

Girl only smiles—then looks off at the towers of the city. Suddenly, music stops—a moment of clapping, then silence, then a rumba of irresistible tempo and fire.

GIRL: That must be Xavier Cougat's tango orchestra!

Of one accord they rise, go inside, join the crowd on the dance floor—lose themselves in an expert dance-figure. They dance as if they had done nothing else all their lives. They move as one body, animated by one desire.

FADE-OUT into floor cleared except for one figure in a bright spot-light—Margo, the Spanish dancer, swirling in a long, ruffled skirt.—FADE-OUT.

Writer's note: this night-scene can also be laid in the following places:

SAINT REGIS ROOF—Emphasize Urban's well-known, but never boring decoration of white birds in intricate golden foliage on the black oval walls. Also Dave Meyer's smooth music; and a preponderance of the best youth in the country, perfectly groomed.

PIERRE ROOF—Emphasize quality of seclusion, coolness of leaf-design on walls; and here, too, preponderance of debs and sub-debs. Also, the two balconies miles above the park and the city; and Hildegard, the charming blond foreigner who sings in all languages and accompanies herself on the piano—with real quality and freshness.

SAINT MORITZ ROOF—Emphasize magnificent view from balcony over the black and jewelled park, and Leon Belasco's music.

MAYFAIR YACHT CLUB—Emphasize tables right out on open dock, with East River boats almost grazing the

diners; and Dwight Fiske, talking his inimitably funny and dubious stories above his own piano accompaniment.

SCENE VII. Close-up of Man and Girl drinking their coffee, still on the roof of the Waldorf. A tango is playing inside, voluptuous and lazy.

GIRL: What time is it?

MAN: (looking at watch) About eleven.

GIRL: I have a mad idea—

MAN: Out with it!

GIRL: I'd love to drive out somewhere now—in the country. Do you think it's too late for North Castle?

MAN: You mean Jack and Charlie's country hang-out—the Westchester Embassy Club?

GIRL: Yes!

MAN: Wonderful idea—we can make it in an hour. Let's go! . . . Waiter! Check!—FADE-OUT.

SCENE VIII. A roadster—of the new Cadillac type—is purring along the Bronx River Parkway, the Man and Girl in it, at a speed probably not sanctioned by the police department. The night-wind ruffles their hair; brooks, trees, and lights flash by in the duskiness.

Lap-dissolve into—

SCENE IX. Impressive driveway leading to a huge manor-house, all windows lit. Crunch of gravel as roadster parks in a circle of snappy cars of all types and makes. Man and Girl walk into doorway.—FADE-OUT.

SCENE X. The terrace of the Westchester Embassy Club. (For Members Only.) A broad level expanse of lawn. In the middle of this an oval dance floor, milling with dancers. Kiosk of band at one end. Hosts of people supping and sipping drinks at little tables in an awninged platform right on the dance floor. Mood of gaiety, freedom, elegance. The stars above are abnormally bright, the man-made lights abnormally romantic.

Long shot of Man and Girl walking slowly across lawn to stone balustrade defining edge of terrace—from which the land drops away into mile upon mile of rolling black country. Far away, a faint necklace of lights—the Hudson. Black shapes of trees loom in foreground. Insects hum in dissonance, and distant frogs gulp. The dance-music, soft and insidious, animates all shapes, and makes them magical.

GIRL: If this night gets any more beautiful, I'll jump right over this railing.

MAN: I wouldn't do that!

GIRL: Funny—I seem to be the only female left in the old U. S. Most of my friends skipped to Europe, inflation or no inflation.

MAN: Sorry?

GIRL: (Shaking her head slowly) No. I see Margo sipping Benedictine at Florian's, and Ralph and Jinny boating in Sweden, and Ann at Cowes, and the Slaters revelling in Antibes—and somehow it doesn't worry me in the least! I was terrified it would—this summer—

MAN: Maybe it's beer—or sour grapes!

GIRL: (laughing) Not sour grapes!

MAN: Are you getting patriotic late in life?

GIRL: Maybe that's it—patriotic about New York, that is. I'm having more fun (Continued on page 72)



## The New BRÄ-LIFT Jantzen Molded-Fit

That swimming suits could be so amazingly light, so elastic in all directions, seems almost incredible. Exclusive fashion fabrics knitted from Jantzen Miracle Yarn not only mold and beautify the body but also have figure-control to a surprising degree.

These new Molded-Fit Jantzens are strikingly exemplified in the Brä-lift—the new empire vogue Jantzen that completely meets the demand for natural body lines; assures beauty with modesty. A try-on will convince you.

See the Brä-lift at your favorite shop or store \$5.50 to 7.50. Other Molded-Fit Jantzens \$5.00 to \$9.50. Standard Jantzens \$3.95.



JANTZEN KNITTING MILLS  
Plants in Portland, Ore.; Vancouver, Canada  
London, England; Sydney, Australia

Jantzen Knitting Mills, (Dept. 124), Portland, Oregon. Please send me your style folder in colors:  
"The Answer to Nude Bathing" featuring new 1933 styles. Women's ☐ Men's ☐

Name

Address



In black and in red enamel, these new Armand lipsticks work like a charm with one finger. The rouge itself has a new base and is in true blood tone



MARTINUS ANDERSEN



Here is the triumph that is Helena Rubinstein's Summer Beauty Bag. Covered in bright coloured fabrics, it contains all the preparations to keep skins beautiful under the sun

## ON HER DRESSING-TABLE

(CONTINUED FROM PAGE 64)

have. Princess Pat has the situation well in hand. First, there is a new Crème Summer Tan. If you have a light tan, this gives you a smooth and flattering foundation. If you have freckles, it has an admirable faculty of blending them into a general golden tone. And, if you don't want to tan deeply, it is your dish, because it holds off the burning rays of the sun, the meanwhile making your skin look smooth and pleasant. It is a preparation made without powder, which means you have to rub it in to get it properly on and thereby get just that much more protection. Then, there is a new Rose Cameo shade in the powder, to complement the tinted foundation in that same shade (that very special finishing preparation to which users swear eternal fealty), particularly intended for these peaches-and-cream ladies who will not brown, but who want a bit more colour during summer months. The third new product is a new Vivid shade in rouge, a colour that gives a bright glow that is especially good with summer browns. Two other Princess Pat standbys for summer are the Lemon-Almond Lotion that is gently bleaching, as well as softening, and has a soothing way of taking the sting out of sunburn, and the talcum powder that is also a deodorant.

Daggett and Ramsdell, whose beauty preparations have been veritable symbols of purity and excellence ever since you can remember, are repackaging and supplementing the famous "Perfect" creams to form a comprehensive group of preparations dedicated to the care of the skin and the hair. Worthy of special mention in view of their unusual qualities are the protective cream, because it leaves the skin slightly moist and particularly receptive to make-up; the cleansing oil, because its softening, cleansing action

will bring cheers from the dry skins; the hand lotion, because it softens without leaving a trace of stickiness behind; and the oil shampoo, because it gives an oil treatment and shampoo in one fell swoop and is, therefore, a boon to busy ladies. You'll see these preparations in simply, but distinctively designed containers at the toilet-goods counters in most department shops.

Chubby bottles, covered with hand-woven wicker, are the new containers for the delightful Mitcham Liquid Lavender, that delicate, refreshing fragrance that has a special appeal of its own in warm-weather months. These range in size from a diminutive flask to a handsome, jumbo bottle that is a grand solution to the week-end hostess gift problem. This old favourite in its new glory is obtainable at most of the leading department stores in the larger cities.

If you have been using Lux Toilet soap, as many lovely ladies do, you will be glad to know that you have been doing even better by your face than you may have suspected. For scientists working on the formula of this soap have come forth with the discovery that the soap contains those very elements that are in the skin itself to keep it young and fresh. We all know that skins have a way of losing this pristine freshness a great deal more rapidly than we like, and any medium that contains these elements is going to help keep the skin young-looking just that much longer. Simple—and pleasant. You can buy Lux Toilet soap, complete with elements, practically everywhere.

Maybelline, the famous eyelash darkener, has a new formula, which, aside from making it non-smarting and even permitting you to cry, if you like, without affecting it, introduces some new (Continued on page 72)



..no more cramped toes..no more wrinkled hose

As you very well know, a cramped stocking can be as uncomfortable as a tight shoe—a loose stocking can wrinkle itself into an acute agony.

S. V. M.'s Accordion Foot stockings give you plenty of room—and none left over. See how they stretch to give you individual fit.

Why not get yourself a couple of pairs? Ask for them in your leading retail shop—they are exclusive with one quality store in each city.



Akron	The A. Polsky Co.
Baltimore	Hochschild, Kohn & Co.
Binghamton	Hills, McLean & Haskins
Bridgeport	D. M. Read & Co.
Brooklyn	Abraham & Straus
Buffalo	L. L. Berger, Inc.
Cleveland	Halle Bros. Co.
Danbury	John McLean, Inc.
Elizabeth	Levy Bros., Inc.
Grand Rapids	Herpolsheimer Co.
Hartford	Albert Steiger, Inc.
Kansas City	John Taylor Dry Goods Co.
Minneapolis	The Young-Quinlan Co.
Newark	Hahne & Co., Inc.
New York	James McCreery & Co., Inc.
New York	John Wanamaker, N. Y., Inc.
Norfolk	Ames & Brownley, Inc.
Omaha	Thos. Kilpatrick & Co.
Philadelphia	John Wanamaker, Inc.
Pittsburgh	McCreery & Company
Plainfield	Tepper Bros.
Poughkeepsie	The Wallace Co.
St. Louis	Stix, Baer & Fuller Co.
St. Paul	The Golden Rule
South Orange	Bellin's, Inc.
Springfield	The Brigham Company
Syracuse	Park-Brannock Shoe Co., Inc.
Union City	A. Holthausen, Inc.

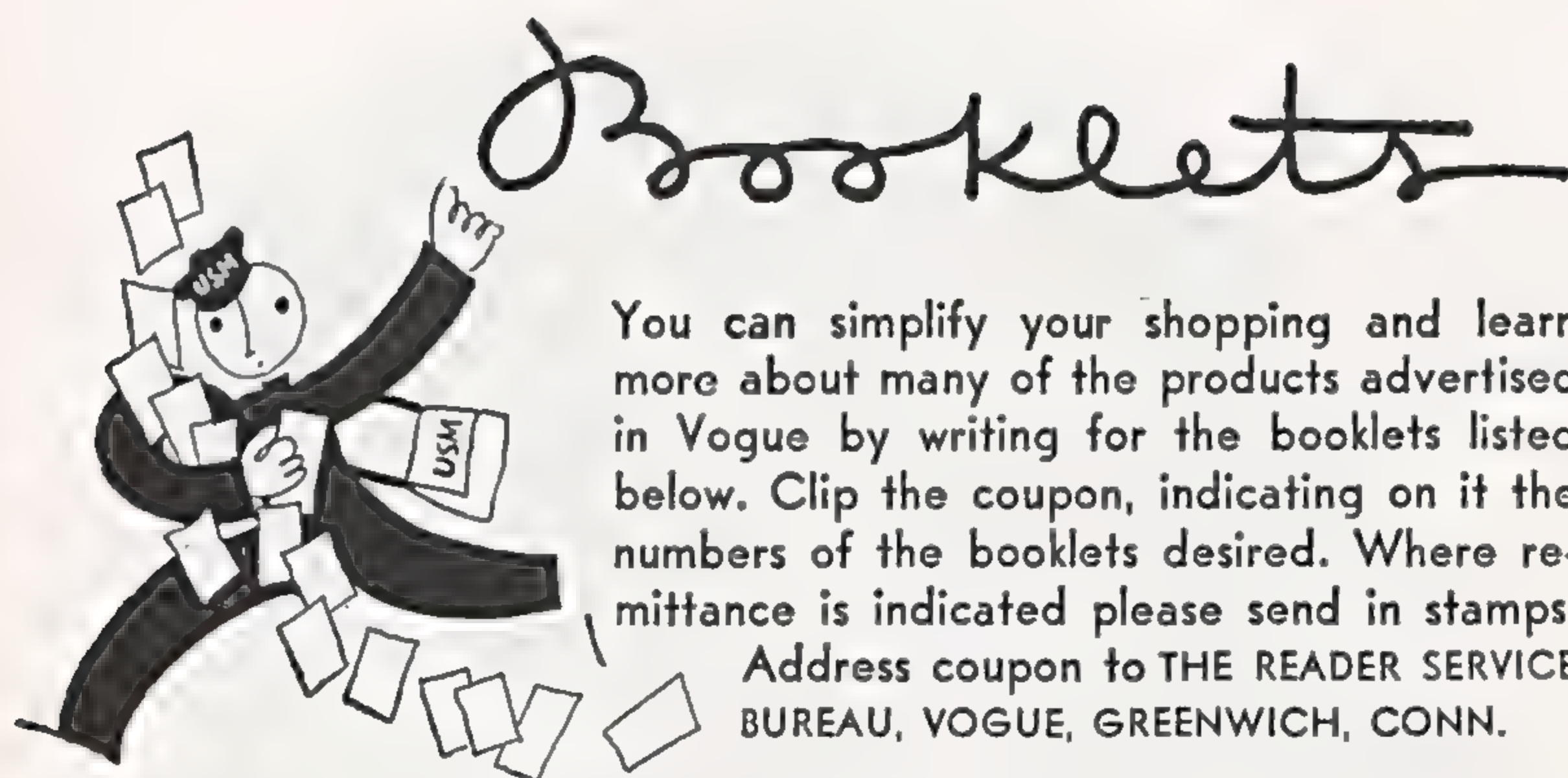
Let us send you our Accordion Foot Hosiery Size Chart

SCHUYLKILL VALLEY MILLS, INC.

Empire State Building, New York

Spring City, Pennsylvania





You can simplify your shopping and learn more about many of the products advertised in Vogue by writing for the booklets listed below. Clip the coupon, indicating on it the numbers of the booklets desired. Where remittance is indicated please send in stamps. Address coupon to THE READER SERVICE BUREAU, VOGUE, GREENWICH, CONN.

### For your Vanity

**140. WOODBURY'S PREPARATIONS.** (A) Free trial tube of cold cream. (B) Loveliness Kit, 10c, containing cold and facial creams, facial soap, and new facial powder. Also advice on skin problems. JOHN H. WOODBURY, INC., 6629 ALFRED STREET, CINCINNATI, OHIO.

**141. HARRIET HUBBARD AYER BEAUTY PREPARATIONS.** Free booklet, "All for Beauty". HARRIET HUBBARD AYER, INC., 191 HUDSON STREET, NEW YORK CITY.

**142. FRANCES DENNEY HERBAL PREPARATIONS.** Treatments and preparations for different types of skin conditions described in booklet, "The Affairs of Beauty". DENNEY & DENNEY, PHILADELPHIA, PA.

**143. KATHLEEN MARY QUINLAN PREPARATIONS.** Treatment booklets for home care. KATHLEEN MARY QUINLAN, 655 FIFTH AVENUE, NEW YORK CITY.

**144. DOROTHY GRAY.** Free booklet describing preparations and their uses. DOROTHY GRAY, 683 FIFTH AVENUE, NEW YORK CITY.

**145. CUTEX.** Sample manicure set—natural liquid polish and one other shade, and four other essentials, 12c. Indicate second shade desired (Rose, Coral, Cardinal). NORTHAM WARREN, 191 HUDSON STREET, NEW YORK CITY.

**146. ORTOSAN—the 5-in-one cream.** Trial size, 10c. ARPAUL CO., INC., 333 WEST 52ND STREET, NEW YORK CITY.

**147. OYLOFF DRY SHAMPOO.** Trial size free. GODEFROY'S, 3509 OLIVE STREET, ST. LOUIS, MO.

**148. YARDLEY "Complexions with an English Accent"**—a free booklet sent on request. YARDLEY & CO., LTD., 452 FIFTH AVENUE, NEW YORK CITY.

**149. ADMIRACIÓN—the soapless shampoo.** 2-treatment bottle, 9c for mailing. NATIONAL OIL PRODUCTS CO., HARRISON, NEW JERSEY.

### For your Household

**150. KENWOOD BLANKETS.** "Sleep in Comfort", a leaflet describing "Eventide", the new wool summer blanket, and other blankets. KENWOOD MILLS, ALBANY, NEW YORK.

**151. HALE'S BEDS.** Brochure describing French beds and samples of upholstery fabrics used, sent on request. HALE'S, 420 MADISON AVENUE, NEW YORK CITY.

**152. CORONET STERLING TABLEWARE.** Coronet Brochure, containing illustrations of table settings by leading decorators, sent on request. ROGERS, LUNT & BOWLEN, GREENFIELD, MASS.

### For your Children

**153. VOGUE'S BOOK OF PRIVATE CAMPS,** sent gratis. Write VOGUE'S CAMP BUREAU, 1928 GRAYBAR BUILDING, NEW YORK CITY.

**154. TOYS.** Catalog on request. F. A. O. SCHWARZ, 745 FIFTH AVENUE, NEW YORK CITY.

### For your Wardrobe

**155. CAMMEYER SHOES.** Style catalog on request. CAMMEYER SALON, 677 FIFTH AVENUE, NEW YORK CITY.

**156. JANTZEN BATHING SUITS.** "Jantzen's Answer to Nude Bathing for Ladies"—a style booklet illustrating models made of three new fabrics, on request. JANTZEN KNITTING MILLS, PORTLAND, OREGON.

**157. SPORTS CLOTHES.** Folder showing colours of "The American Golfer" dress illustrated in May 1st Vogue advertisement and name of your nearest dealer. STRAUS, ROYER & STRASS, BALTIMORE, MARYLAND.

**158. GANTNER BATHING SUITS.** Folder illustrating the new Banda-Wikies and other Gantner swim suits. GANTNER & MATTERN COMPANY, 1410 BROADWAY, NEW YORK CITY.

**159. CELANESE.** Booklet, "Caring for Apparel of Fine Fabrics", and samples of Celanese fabrics; free on request. CELANESE CORPORATION OF AMERICA, 180 MADISON AVENUE, NEW YORK CITY.

**160. TROUSSEAUX.** Booklet giving linen and lingerie trousseau lists (V) sent to brides, on request. MAISON DE LINGE, 844 MADISON AVENUE, NEW YORK CITY.

**161. SHOECRAFT.** "Fitting the narrow foot"—sizes to 11—widths AAAAAA to C. Spring style booklet. SHOECRAFT, 714 FIFTH AVENUE, NEW YORK CITY.

**162. SKINNER'S "TROUBLE-PROOF" CRÈPE,** slip-proof, pre-shrunk, fast colour. Samples on request. WILLIAM SKINNER & SONS, 45-47 EAST 17TH STREET, NEW YORK CITY.

**163. McCUTCHEON'S FABRICS.** Samples of fabrics on request. McCUTCHEON'S, FIFTH AVENUE AT 49TH STREET, NEW YORK CITY.

**164. MODEL BRASSIÈRES.** Free illustrated booklet on request. MODEL BRASSIÈRE COMPANY, EMPIRE STATE BUILDING, NEW YORK CITY.

**165. FLEXEES.** Foundation garments of Lastex, featuring "Twin-Control". Free style booklet on request. ARTISTIC BRASSIÈRE COMPANY, INC., 37 WEST 37TH STREET, NEW YORK CITY.

### For your Vacation

**166. ALASKA.** 9-day cruise. Free illustrated booklet. CANADIAN NATIONAL, CANADIAN PACIFIC, MONTREAL and other offices throughout the United States.

**167. "MOVIES YOU MAKE YOURSELF".** Complete information on request. EASTMAN KODAK COMPANY, ROCHESTER, NEW YORK.

## SUMMER SYNOPSIS

(CONTINUED FROM PAGE 70)

in this town than I ever dreamed I could.

MAN: (*slipping his arm about her*) Me, too. Coincidence, what?

GIRL: (*smiling at him*) Crazy!

FADE-OUT, as they walk very slowly back to the lights and the people, arm in arm.

ROUGH OUTLINE OF SEQUEL—Man and Girl can spend next day recovering from night-life at some beach—either a private one like the Atlantic Beach Club, with its gay cabañas and gayer celebrities, or at that new and marvellous public institution, Jones's Beach on Long Island, which is run

with such perfect efficiency and order that thousands of people can enjoy sand and sea without confusion or sordidness. Emphasis on system of parking automobiles, entrance routine, arrangement of bath-houses, and on the general good discipline of the people themselves.

Panorama shots of each, with groups of people picnicking, couples sunning themselves, children running about with spades and shovels, everywhere expanses of white sand so vast that each group has sufficient space for a sense of privacy—and before it, always the wide, unsullied sea.

## ON HER DRESSING-TABLE

(CONTINUED FROM PAGE 71)

and beneficent oils that keep the lashes from becoming brittle and even encourage their growth. All of this is very interesting in a day when every woman who has her eyes open to the mode knows that the make-up of these eyes is one of the most important parts of the picture. Also, it seems that no matter what colour our lashes may be, the tips are always appreciably lighter than the rest of them, so mascara inevitably makes them seem longer and more devastating. The makers of Maybelline would like you to use a little patience and attention to directions in applying their product. It requires, for example, more water in mixing than other brands, after which it goes on with great ease and speed. Also, if you are a novice in the use of eyelash darkener, you may attribute the loss of an occasional lash or so to the use of the cosmetic. This isn't fair, because lashes come out every so often, just by natural process, and then are replaced by new growth. You can buy the New Maybelline in all the shops.

No one can be a beauty without a meticulously clean skin as a starting-point, and Madame Casnati, who seems to blend equal parts of genius and science in creating her preparations, has a new cleanser that is a marvel of efficiency. It is called Laitonic, and it is an emulsion which gets down into your pores and brings out every minute bit of dirt and make-up. All this time, it is soothing and softening your skin as well, and it proves a superb powder base for those skins inclined towards the dry side. It doesn't give the mat surface usually associated with a finishing preparation, but rather a moist sort of finish that proves extremely flattering and gives a perfect basis for the application of cream rouge. It keeps the sunburn out of tan, too, without making you look greasy at the beach. You can buy Laitonic from Madame Casnati's smart establishment in New York.

Would you like a lipstick that you can put on, and then rub off, leaving a layer of natural colour as though it were part of you, not applied from the outside? Tattoo has made such a one. You put it on carefully, in ordinary lipstick fashion, and give it time to become well "set." Then, you wipe it off with a tissue, and there you are with smoothly coloured lips that look innocent of artifice. And, it lasts and lasts. The advantages are pretty ob-

vious—smooth, non-smeary, natural, and enduring. It comes in an amusing silver case with hula-hula ladies on it. All around the town.

To see the loose-powder case presented by Renée Thornton is to covet it. Of black enamel, with narrow bands of the Renée Thornton blue and gold for accents at the sides, and an imposing crest in the centre, it has a truly patrician air. Inside, there's a cake of rouge in a compartment behind the metal mirror, and the smoothly working mechanism produces just enough powder for each application. To be had at Bonwit Teller.

Those Nestle people who thought up the eyelashes that go on in strips have a new idea for eye beautification. It is a machine run by electricity that is used in salons for the instant and painless removal of wayward eyebrows. There is usually a certain annoyance about having your eyebrows plucked. To some people, it is even painful, but this new apparatus, wielded by a skillful operator, works so quickly that you don't feel anything except the slight vibration of the machine. And, of course, it takes far less time than the ordinary method. You can have this treatment at Saks-Fifth Avenue and other New York shops, as well as in shops of this type throughout the country.

Rose Laird's latest contribution to the beauty of women is a Home Facial Toning Treatment compactly assembled in a little kit at a very modest price. Next to a facial treatment in the inimitable Rose Laird manner at the salon, this is just about the most revivifying thing you can do for your skin. Even if you are habitually indisposed about doing unto yourself, the sight of all the preparations necessary for the treatment grouped in one box and the explicit, easy directions for their use will dispel your lethargy. You mix one of the packets of powder with the masque lotion, smooth the resulting paste on cleansed face and neck, and then lie back to let the masque do its work of stimulating and toning the skin. When the masque has thoroughly dried and been removed with Crème Violay and the Circulation Lotion (the Crème Violay proves much more effective when it is used in conjunction with a damp towel), the smoothness and radiance of the skin will restore your faith in miracles. This treatment is available direct from the maker in New York City.

VOGUE READER SERVICE BUREAU • GREENWICH, CONNECTICUT

Please have sent to me the booklets numbered \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

VM 7-1-33





Whatever kind of note you want to write, here is the right paper, attractively boxed by Crane of Dalton. There are two quires of Grosvenor full-sized paper, one quire of note-paper, and twenty-four cards, in a pearl shade, all costing less than \$5

## A PORTFOLIO OF PRACTICALITIES

(CONTINUED FROM PAGE 53)

• Water-proof doilies for the country dining-table, at Lord and Taylor.

• The other day, while playing that famous word-association game, some one said "Country Coats," and Shop-Hound (quick as a wink) barked, "Atkins on West Fifty-Seventh Street." Atkins has country coats of the first rank, some swagger and some fitted. First prize would go, perhaps, to a red diagonal Angora with precocious pockets. It is slightly less than three-quarters in length and priced at about \$40. Second prize to a white swagger coat with Schiaparelli clips, and third to a beige swagger coat with a scarf, costing \$39 or thereabouts. Honourable mention might be given to at least fifteen other numbers. Also, a few prizes to some cotton matelassé outfits, one yellow dress with a chocolate-brown coat, and another all-white dress and coat. These very attractive ensembles can be ordered in darker colours; they cost about \$30 and would be very useful for hot-weather city wear.

• Ruth Chamberlain Magor on Madison Avenue is a personal broker, which means that she will be an able middleman in any kind of transaction—buying a Boxer dog, having unusual jewellery made to order, buying clothes for fussy bachelors, or finding just the sort of apartment you've always wanted. From this, you may assume that Mrs. Magor is an active and versatile lady—and she doesn't charge for all this attention. Tales such as the following are told of her prowess. A gentleman who has a passion for Buddhas longed for a particular Tibetan jewelled shrine picture. In the due course of time came the picture, which had crossed the border of Tibet on mule back. Apparently, Mrs. Magor has ways and means that reach to the far corners of the earth. If your interests and problems lie along less exotic lines; if, for instance, you want to furnish your house in a hurry and for a nominal sum,

simply call up Mrs. Magor. She'll take charge of everything to your great satisfaction.

• The Toby Shop on East Fifty-Seventh Street carries children's clothes from the layette age on up to and through the trying age (the term trying is used in reference only to clothes). It's possible to buy all the basic needs in a layette, meaning binders and bands, wool nighties, shirts, sheets, and such like, for a sum under \$30. If, in going to the shop, you are able to tear your eyes from the Schnauzer who stands guard in front of the fireplace and is not for sale, and concentrate on the business of clothing your little folk, you will find the entire process a simple one. Plaid gingham dresses with batiste collars; cross-bar voiles; small boys' linen suits that have a manly air; navy-blue blazers with white braid, also for small boys; Harris tweed coats—and a great dearth of georgette, French knots, and embroidery.

• "Thin out your trees. Thin out your shrubs. Let outlines be visible. Open up distant or near vistas." This is one of the many wise bits of advice given to embryo landscape-gardeners by Miss Isabella Pendleton, landscape-architect. Miss Pendleton, who has designed many of the loveliest gardens in the East, has opened a Consultant Bureau on East Sixtieth Street. This bureau is a great help to the garden enthusiast who finds himself the proud owner of a little old farmhouse and a few acres. Just how to whip the garden in shape is the question, and Miss Pendleton has all the answers. She says, first decide in which room you will spend most of your time. Study the view from the windows carefully, and determine what you want to dramatize—a tree or a roll in the hillside or a brook. Then, choose your flowers and plant your garden so as to get the full dramatic value out of your favourite feature. The consultant fees are reasonable.



## FOR PERSONAL DAININESS, FOR WARDROBE DAININESS ... AND FOR ECONOMY

DEW offers a three-fold value to the busy modern woman — personal protection, clothing protection and a very moderate price.

The world insists that we meet it fresh, dainty and fragrant throughout the busy day and night. In DEW you will find a dependable means of preserving your after-bathing freshness and preventing untidy garment stains and dampness.

There are two kinds of DEW. The one, *Instant DEW* is for quick use while dressing — effective for from one to three days. *Ultra DEW* gives more lasting protection — three days and more.

DEW comes to you in a smart, crystal-clear flask with a convenient sanitary applicator which doesn't drop out of the cap. DEW may be applied in a moment. It dries quickly — takes effect instantly. It will not irritate a tender skin or injure fragile fabrics when the simple directions are followed. Available in three sizes at the better drug and department stores everywhere.

(DEW instantly and completely deodorizes sanitary napkins)

MARION LAMBERT, INC. • • • ST. LOUIS • TORONTO

# DEW

Crystal-pure Deodorant and Non-Perspirant  
PREVENTS ODOR • PROTECTS CLOTHES

*Instant DEW* may be applied at any time — day or night — while you wait.

*Ultra DEW* is for more lasting protection — 3 days or more. Use it at bedtime.

Look for this counter display in your drug or department store.

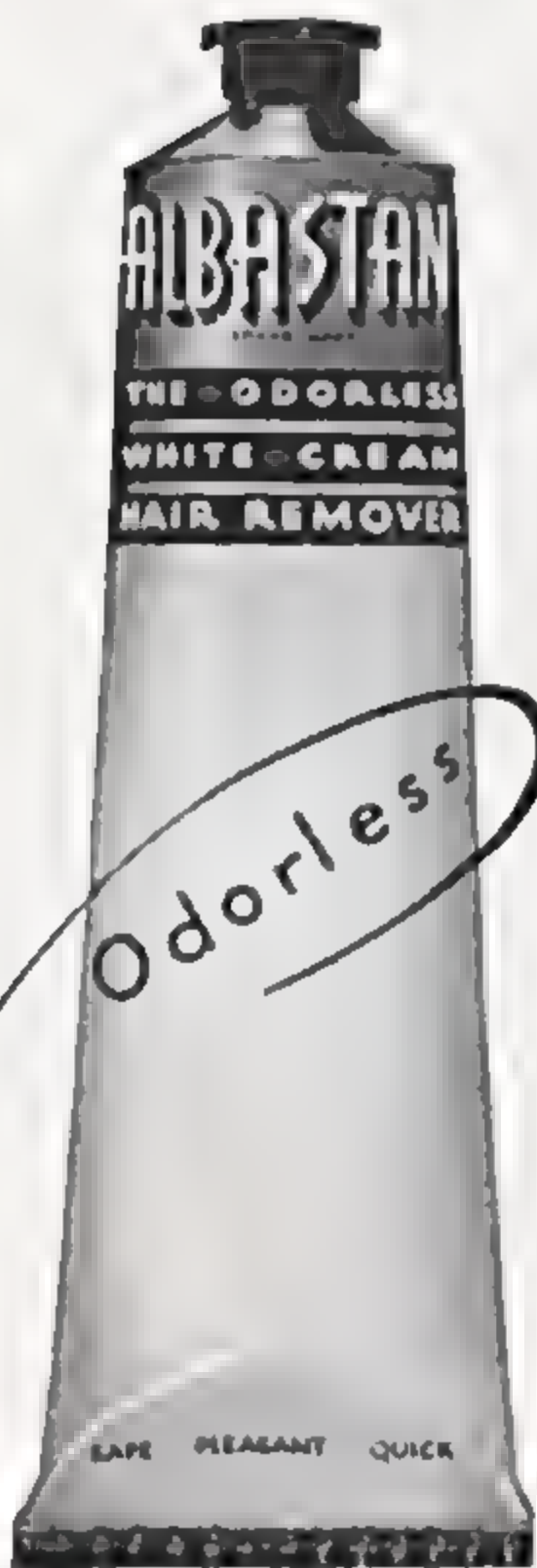




WOMEN WAITED 2000 YEARS FOR THIS

# ODORLESS

## HAIR REMOVING CREAM



Thanks to a great scientific discovery, you can now SAFELY remove unwanted hair from under-arms, legs and arms without the embarrassment of tell-tale odors!



### ODORLESS before using

Truly as odorless as your cold cream and just as easy to apply.



### ODORLESS while using

Safe, pleasant, speedy. Spread on—wait 5 minutes—wash off—hair and all.



### ODORLESS after using

Leaves skin satin-smooth, and alabaster-like. No stubble—retards regrowth.

Price 60c and \$1.00 at department and drug stores or direct from Herz Laboratories, Inc., 842 E. 134 St., New York on receipt of price.

# ALBASTAN

## VOGUE COVERS THE TOWN

(CONTINUED FROM PAGE 15)

tunes from the Casino de Paris—and it's all very Latin. What's more, unlike most places which are dolled up with atmosphere to attract us plain Americans, Bal Musette actually is patronized by New York's own French colony. You hear *Mon Dieu* and *chère* so much all about you that (after you've quaffed several good beakers of the beer that flows), you may find yourself instructing your taxi driver—"Allez au bois."

### Prosit

Those of you who have been stepping out to restaurants only since Prohibition descended on us, may not get wildly excited when you hear it announced that Lüchow's is itself again. But, if you date back to the "good old days," the name Lüchow's will bring mellow memories. This, one of the best German restaurants in the city, is exactly the sort of place found in Munich or Hamburg—with huge rooms, a million or so steins used for decoration, a waltz-playing orchestra, jovial Teutonic waiters, and a cuisine featuring Wiener Schnitzel and *Sauerbraten* which can't be surpassed in the Fatherland itself. For a period—during the dark days before we were blessed with 3.2—, Lüchow's was rather pathetic and forlorn. Only a few standbys occupied tables here and there in the great rooms. But, now, it's gay again. The beer is grand, and well worth a trek down to this foreign-looking section of town (East Fourteenth Street near Third Avenue). Incidentally, the near-by Acme Theatre is a good place to drop in after your dinner. Here you can continue your evening in a foreign atmosphere, as the majority of the films are German, Russian, or French.

### Round and round

One of the nicest (and most healthful) things to do in New York is to walk early in the morning around the reservoir in Central Park. I grant you that the idea per se sounds dull as dull—but, take it from an addict, there are plenty of attractions. For one thing, the air seems so fresh and invigorating that your lungs fairly lap up the oxygen. The half-hour that it takes you to walk around does you more good than two hours pacing over our fetid avenues. You are diverted by watching the riders on the bridle-path which surrounds the reservoir, the view of the sky-scrapers in the distance makes a stunning background, and you're almost certain to run into several celebrities. Gilbert Miller, Katharine Cornell, Edna Ferber, Charles Hanson Towne, and Gene Tunney are a few who find that the reservoir helps stave off the ravages of life in Gotham.

### The blue east

Ever since I saw how delightfully Budapest uses its Danube—I refer especially to the restaurants strung along the shore—I have been annoyed that we don't do something more about our own two rivers. Then all of a sudden, I discovered the Mayfair Yacht Club. Heretofore, while the joys of our East River have been lim-

ited to those whose apartments overlooked its bank or who, happily, belonged to the swanky River Club, the poor public had no attractive river place of its own. Now, if you go to the end of Fifty-Second Street, directly opposite the River Club, you'll see a nautical-looking little place, the Mayfair Yacht Club. You begin to feel salty as soon as you descend in the lift, where the operator is garbed as a gob. If the day is sunny, you can lunch or tea on the terrace and watch the various craft ply up and down the river. Possibly it's even more attractive at night; darkness covers the not-too-aesthetic Queens background, and the lights of the Queensboro Bridge traffic twinkle bewitchingly. Then, it's at night that Dwight Fiske sings his naughty songs and leers delightedly as he watches the blushes creeping over the chaste cheeks of your country cousins.

### Tea-time

The business of taking a friend to tea in New York isn't as simple as you'd think—or as it should be. True, you can have tea in a hundred and one places—but it's apt to be a mere pot and tea-ball tossed at you, with none of the frills that make the tea-hour such a delight in London. If you have a dowager on your hands, the Plaza is a perfect place, with its air of elegance and quiet. The Ambassador or the Waldorf are good choices, too. If, with your tea, you crave chocolate leaves and such, any Longchamps place will fill the bill. Because of the pastries, you will probably like Adolf Büchler's, on Lexington Avenue at Sixty-Second Street, or the shop on Madison Avenue at Sixty-First. If your budget only allows you around twenty-five cents for tea, you might go to Schrafft's, where, for no more than a quarter, you can have thin bread and butter, orange marmalade, and tea. It's all served well, too. And don't forget Rumpelmayer's at the Saint Moritz on Central Park South. I don't know why it is that people who, when they're in London, Paris, or Baden-Baden, go scampering to Rumpelmayer's the first afternoon they arrive, forget that it exists in New York. But you'll find the same delectable sandwiches and pastries.

### Latin quarter, New York

Some late afternoon or evening, if you find yourself down Greenwich Village way, ask where Julius's is. Any taxi driver who hangs out around Washington Square or MacDougall Street should know (if not, one of the local policemen would probably oblige!). Once you discover the address, you simply push open the door, and, before your astonished eyes, you will see a bar stretching out into amazing lengths, with bartenders busy as bees. At each end are groups of tables covered with checkered cloths, and here you see the Village belles and beaux chatting over their apéritifs in the best Latin-Quarter manner. The most interesting thing about Julius's is that it's wide open—no passwords, cards, or references are necessary. All you need is the address!

"FLANEUR"

## Snugglegband Underthings

(Copyrighted and Patented)

1933 Model



After working and testing out this 1933 Snugglegband for over a year, we would say it is the most perfect of the Snugglegband group for the present fashions.

Irons out the body—takes years off the figure.

You will be thrilled with results!

\$10 and \$12.50

Good in all sizes

BROMLEY-SHEPARD CO., Inc.  
LOWELL, MASS.

Boston

New York City

Address all communications to  
Lowell, Mass.



### Waist and Abdominal Reducer for Men

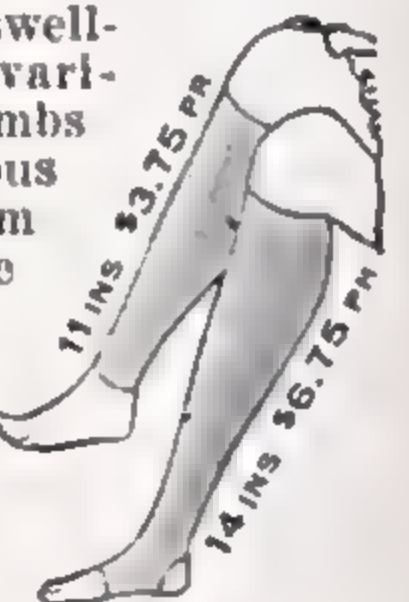
Reduce 2 to 3 inches IMMEDIATELY!

This pure gum rubber belt not only reduces the waist and abdomen, but also supports the body and greatly adds to one's comfort and appearance. Laced at back. Send waist and abdominal measures.

\$3.50

**RELIEVE** swelling and varicose veins and reduce your limbs with Dr. WALTER'S famous medicated flesh colored gum rubber hose. Worn next to the skin they fit like a glove and you can see the improvement at once. Send ankle and calf measure.

11 inch \$3.75 pair  
14 inch \$6.75 "



### REDUCING BRASSIERE

is so dainty that women often wear it over the loveliest underthings. It reduces most quickly when worn next to the skin—gives you that trim, youthful figure that the new styles demand. Send bust measurement.

\$2.25



\$4.50

### REDUCING GIRDLE

This pure gum rubber girdle reduces waist and abdomen and adds greatly to one's comfort—no harsh lines around the waist as it has no seams. Takes place of corset: beautifully made and very comfortable. Laced at back. Send waist and hip measures.

\$4.50

All garments are made of pure flesh colored gum rubber. Write for literature. Send check or money order! No cash.

Accurate measures are essential as garments cannot be returned or refunded due to sanitary conditions.

DR. JEANNE B. WALTER  
389 FIFTH AVE., NEW YORK  
Los Angeles: Adele Millar, 3809 W. 7th St.  
Philadelphia: "Harrie," 223 South 11th St.





THESE are the products advertised in this issue—with a brief word of what you'll find in each advertisement.

You doubtless know just where to buy this merchandise. But if you should have difficulty in finding any of it, write Vogue Information Service, 420 Lexington Avenue, New York City, and we will see that the advertiser sends you the address of the buying-place nearest you.

THINGS TO WEAR

- BROMLEY-SHEPARD CO., INC.  
Snuggleband underthings...Page 74
- JANTZEN KNITTING MILLS  
New Brä-lift swim suits.....Page 70
- MISS JONAS  
Dress shops in the country...Page 15
- SCHUYLKILL VALLEY MILLS, INC.  
Accordion foot hose.....Page 71
- RUSSEKS-FIFTH AVENUE  
Clothes of distinction.....Page 15
- KORET  
A new pouff evening bag....Page 67

FOR BEAUTY

- ALBASTAN  
Odorless depilatory cream...Page 74
- HARRIET HUBBARD AYER  
Creams that guard beauty...Page 66
- CARON  
En Avion—a new perfume...Page 18
- GORDON GORDON  
Princess Pat facial creams...Page 61
- LOUIS PHILIPPE  
Lip and cheek rouge.....Page 16
- MME. BERTHÉ  
Zip deodorant pencil.....Page 69
- MARION LAMBERT, INC.  
Dew—personal deodorant...Page 73
- MARTIN FROM VIENNA  
Permanents at new prices...Page 15
- MICHAEL OF THE WALDORF  
Coiffures by Michael.....Page 15
- THE ODORONO CO., INC.  
Odorono protects clothes...Page 59
- PEPSODENT CO.  
Junis—a new facial cream...Pages 2-3
- HELENA RUBINSTEIN  
Summer beauty preparations Page 76

- PEGGY SAGE  
Manicure preparations.....Page 64
- J. SCHAEFFER  
Custom permanent waves...Page 15
- SYMPHONIE  
Truth-glass given free.....Page 65
- TATTOO, INC.  
Transparent lip coloring....Page 75
- DR. JEANNE B. WALTER  
Rubber reducing garments..Page 74

FOR THE HOUSE

- CANNON MILLS, INC.  
Sea-going summer towels...Facing 76
- TIFFANY  
Jewels, silver, stationery...Page 1

TRAVEL

- BELLEVUE STRATFORD  
An hotel in Philadelphia...Page 14
- RAILWAYS OF FRANCE  
Tariffs less than 2c a mile...Page 68

THIS AND THAT

- EASTMAN KODAK COMPANY  
Priestley on Ciné Kodak...Pages 62-63
- GENERAL MOTORS CO.  
La Salle—born of Cadillac..Facing 1
- R. J. REYNOLDS TOBACCO CO.  
Camel cigarettes.....Back Cover
- THE WEDDING EMBASSY, INC.  
Service for the bride.....Page 15
- SCHOOL & CAMP DIRECTORY Pages 5-9
- VOGUE'S ADDRESS BOOK.....Pages 10-11
- VOGUE'S TRAVEL DIRECTORY.....Page 14
- THE DOG MODE OF VOGUE....Pages 12-13

TATTOO

THE NEW transparent COLOR FOR LIPS



4 SMART NEW SHADES

- No. 1 has an exciting orangish pink cast. Rather light. Ravishing on blondes and Titian blondes. It is called "CORAL."
- No. 2 is our choice of them all. An exotic, new shade—brilliant, yet transparent. Somehow we just cannot find the right words to describe it. It is called "EXOTIC."
- No. 3 is a medium shade. A true, rich blood color that will be an asset to any brunette. It is called "NATURAL."
- No. 4 is of the type that changes color when applied to the lips. Gives an unusually transparent richness and a depth of warm color that is truly amazing. It is called "PASTEL."



Here it is! Jungle madness for cultured lips. TATTOO! You put it on ... let it set ... then rub it off. Only the color stays! No pastiness. No opaqueness. No purplish cast. Nothing on your lips but the mad excitement of jungle moons! And, instead of drying or wrinkling your lips, as indelible lipstick is usually wont to do, TATTOO will keep them noticeably soft and smooth ... forever young!

Is TATTOO indelible? More so than any you have ever used before. It stays on from morn to morn, right thru cocktails ... and weather. Never compromising! Really, you won't be happy 'til you try TATTOO. It's a dollar.

TATTOO, INC., CHICAGO

How to Order Vogue Patterns by Mail

Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., or from 1196 The Merchandise Mart, Chicago, Ill., or 523 Mission Street, San Francisco, California, or, in Canada, 360 Adelaide Street, W., Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

Vogue does not make provision for charge accounts or C.O.D. delivery. When ordering please enclose cheque, money order or stamps. Remittances should be made out to the store or office from which you order.

PRICES OF VOGUE PATTERNS

6378 . . . . .	\$.50	6384 . . . . .	\$.50
6379 . . . . .	.50	6385 . . . . .	.75
6380 . . . . .	.50	6386 . . . . .	.25
6381 . . . . .	.25	6387 . . . . .	.50
6382 . . . . .	.75	6388 . . . . .	.25
6383 . . . . .	.75	6389 . . . . .	.25

In Canada all 25 cent patterns are priced at 30 cents, and all 50 cent patterns are priced at 55 cents.





# BEAUTY

## AH OY!

### HAIL OF SMART VACATIONERS

Aye, aye, sophisticate, we're off! And our course is set by Helena Rubinstein's summer beauty chart. We'll hold to it through all kinds of weather—and rival the sirens of the sea in beauty-lure.

#### CAST LOOSE

all fear of freckles, sunburn, and unbecoming tan as you cruise away with Helena Rubinstein's Summer Beauty Kit containing the following beauty preservers: Pasteurized Bleaching Cream, the super-cleanser which is so marvelous for freckled, tanned, or dull-looking skin. Astringent Tonic, as refreshing as a sea breeze and as cooling. Use it after you use Pasteurized Bleaching Cream, or any time of day—several times a day. It's a quick cleanser, too. Sunproof Beauty Lotion, actually sunproofs the skin. A flattering powder base. Enchanting for day and summer evening make-up, moonlight nights and others! Sunburn Oil, a marvelous protection against sunburn and freckles. Yet it induces an even becoming tan. Waterlily Deodorant Talcum—the sophisticate's final fastidious touch for complete summer daintiness. Waterproof Rouge en Creme—at high tide or low, flattering and protective. Sunproof Beauty Powder—in a shade that makes your summer complexion the envy of everyone.

Imagine being able to get this marvelous Helena Rubinstein Summer Beauty Kit for 5.00! Preparations are sold separately, too! Sunproof Beauty Powder, 1.50. Other six preparations, each 1.00.

#### ALL HANDS ON DECK!

every day for a Three Step summer beauty treatment: Cleanse with Pasteurized Bleaching Cream, 1.00. Nourish with Youthifying Tissue Cream, that exquisite herbal blend which smooths away fine lines that so often come from squinting in the

sun. 1.00, 2.00. Tone with Skin Toning Lotion, the cooling, refreshing tonic which closes pores, refines the skin texture. For dry skin, use Anti-Wrinkle Lotion (Extrait). Each, 1.25, 2.50.

#### LIFE LINES

Don't let them show in your face! Don't pay for every happy moment of your vacation with tiny lines which the aging actinic rays of the sun can so cruelly imprint on your face. Protect your skin from becoming old and dry, by using Helena Rubinstein's newest beauty triumph which is startling all science. The Hormone Twin Youthifiers! These two luxurious nourishing creams actually carry the hormones, those natural rejuvenators of youth right to the tissues and rebuild the skin cells. They bring new youth and beauty to skin of any age. 10.00; Special Strength, 15.00.

#### CARDINAL POINTS OF MAKE-UP

**THE CHEEKS**—need flattering protective rouge which will stay on even in salt water! Helena Rubinstein's Waterproof Rouge en Creme *does!*

**THE NOSE**—needs Sunproof Beauty Lotion and Sunproof Beauty Powder, which counteract the aging actinic rays of the sun.

**THE LIPS**—must be freshly alluring with a youthful lipstick that is indelible. That's only one of the remarkable features of all Helena Rubinstein lipsticks. Another is that they make the lips soft and lustrous. And a third is the variety of fascinating shades in which you can get them—four famous Rubinstein reds: Red Poppy, Red Coral, Red Geranium, Red Raspberry. The smart new Chatelaine Lipsticks, 1.00, 1.50.

**THE EYES**—must be mysterious, enchanting—like deep pools of color. And Helena Rubinstein's

Iridescent Eye-Shadow makes them just that. Green, blue, or blue-green, flecked with silver, flecked with gold. 1.00. Flattering to everyone.

#### CAUTIONARY SIGNALS

**Shiny Nose**—look out for it with Liquidine, the lotion which removes shine from nose and chin and gives a smooth "mat" finish. 1.50; 2.75.

**Double Chin**—means fleeting youth and beauty. But Muscle Tightener (Georgine Lactee) will send the extra chin to Davy Jones' Locker. 1.50.

#### FAIR WEATHER AHEAD!

The Rainbow, Helena Rubinstein's newest vanity appears on the horizon. It's a circular vanity in two-tone and three-tone rainbow colors. There's a red one that reminds you of a summer sunset. And a green one that makes you think of green meadows, and cool, mossy places. And the most summery-looking yellow-and-white one. Rainbow Double Vanity, 1.50. Rainbow Single Vanity, loose powder or compact, 1.00.

#### ANCHOR

your hopes of acquiring a gypsy-tan complexion *without sunburn* to Helena Rubinstein's new Gypsy Tan Foundation Cream, 2.00 and Gypsy Tan Sunproof Powder, 1.50. They're so becoming.

#### GANGWAY

to the Helena Rubinstein Beauty Salon! Even if you do not have a salon treatment before vacationing—or after vacationing—do come in and have—without cost or obligation—a skin analysis; also advice on Personality Make-Up.

Helena Rubinstein preparations are on sale at all smart stores and at The Salons.

*Note: Prices on some items slightly higher in Canada*

# helena rubinstein

LONDON . 8 EAST 57th STREET, NEW YORK . PARIS  
CHICAGO . BOSTON . DETROIT . MONTREAL . TORONTO



# Advance Trade Edition of Vogue

## LATEST PARIS CABLE

### FABRICS

COUDURIER'S NEW SILK VELVET, A FLAT SHAVED PANNE SLIGHTLY CRINKLED CALLED SAUVAGE, CONFIRMS SUCCESS OF SHINY SILKS FOR WINTER.—SHOWN ONLY TO FEW BIG DRESSMAKERS.

### EVENING COLOURS

EVENING SILK COLOURS FORGET-ME-NOT BLUE, DEEP BONBON PINK, PALEST STRAW YELLOW, VERY DULL GREYISH GOLDEN YELLOW, PALEST CARAMEL, LIGHT HAVANA, VERY DARK BROWN, PALE GREY.

### EVENING SILHOUETTE

PARISIENNES ALREADY TIRED OF EVENING SHOULDER TRAPPINGS.—TAKING TO FLAT SWATHING SCARFS; ALSO COLLARLESS OSPREY OR OSTRICH CAPES.

### DAY COLOURS

MEYER'S NEW DULL BROWNISH GREYS, GREYISH BROWNS, GREYISH PURPLISH NAVY, PROVING GREAT SUCCESS.

### JEWELLERY

HEAVY BARBARIC JEWELLERY DEVELOPING INTO STUNNING SUPERLUXE VERSIONS.—EXAMPLES: MADAME RALLI'S THICK GOLD PYRAMID BRACELET WITH TWO-INCH DIAMOND SQUARE, MATCHING RING;—SCHIAPIARELLI'S LARGE HEAVY PERIWINKLE SHELL DIAMOND CLIPS; DIAMOND BASKET-LIKE EARRINGS, COVERING ENTIRE LOBE OF EAR; RUSSIAN-INSPIRED THICK GOLD LINKED MOTIFS, SET WITH EMERALDS, DIAMONDS, RUBIES IN NECKLACE, MATCHING TWIN BRACELETS;—VAN CLEEF ARPELS' HEAVY RUBY TWIN BRACELETS, MATCHING CHUNKY SHORT FLAT RUBY NECKLACE;—PRINCESS FAUCIGNY-LUCINGE'S BULKY BARBARIC DIAMOND STUDDED PLATINUM BRACELET;—TENDENCY TOWARD JEWELLERY SETS INCREASING.

### MILLINERY

MARIA GUY'S BLACK AND WHITE ORGANDIE CAPS WITH JUTTING LOOPED TOP OR SIDE KNOTS CONSPICUOUS AT CHANTILLY WITH BLACK AND WHITE PRINTED OR PLAIN COSTUMES.—AGNES SHOWING ELASTIC CHENILLE CAPS DRAPED INTO FLAT BOW AT TOP, SIDE IN GREY, BLUE, RED.—ALSO CONTINUES PEAKED HATS WITH YOUTHFUL MEDIUM ROLLED-UP BRIMS.





# New Notes on Beauty that hint of Fall Trends

## THE HOLLYWOOD INFLUENCE

There is no denying that the faces of our favourite cinema actresses have launched thousands of carbon copies of themselves. It all began with the Garbo coiffure and now exerts itself in the following respects:

Eye-glorification - Eye shadows have become almost as staple a part of make-up as lipstick. The article on page 44 tells about the new gold and silver; also blue-silver, brown-gold, etc., eye shadows. A dot of red pencil in the inner corner of the eye is a Hollywood touch. So is outlining the roots of the eyelashes with a fine-pointed camel's hair brush wetted with mascara. A tiny line is traced around the eye and sometimes continues about a quarter of an inch out from the corner of the eye. Another good stunt is to brush the lashes with an eyelash brush dipped in very hot water, which makes them curl and on which mascara makes a much more natural appearance. In Paris the lower lashes are mascara-ed as much as the upper.

Moist-looking and occasionally larger mouths a la Crawford, Hepburn and Garbo - The moist look is done with a greasy lipstick, as the article on page 44 says. The way to make your mouth large is to dip an orange wood stick in lip rouge and just frankly extend the outline of the lips.

Antennae-thin arcs - also more plucked eyebrows - Eyebrows, which for some time have been only slightly plucked, are once more considerably thinned. One sees some that are reminiscent of Dietrich's delicate antennae - still others copied after Garbo's thin arcs. Several new devices for making the eyebrow plucking process less uncomfortable have recently been brought out. Notable among them is Nestle's electric tweezer which, it is reported, makes the performance quite feelingless.

Bangs - after Tashman and Bennett - Hair cut with a fringe across the forehead has been blossoming all over the place ever since Lilyan Tashman and Connie Bennett took to this trick. It would seem logical for it to continue if the trend mentioned below develops, since bangs were a characteristic of --

## THE 1900 ERA. HAS MAE WEST REVIVED IT?

In the June 15th Vogue on page 21 we told you that Mae West, ever since the release of "She Done Him Wrong", has been the current idol of Paris. Even the dreamy waltzes played at the Café de Paris where everyone congregates on Friday night are suspected of being the result of this. More to the point is the speculation that Mae West's lusty popularity may bring about --

The revival of womanly curves - People are speculating about this coming to pass. It is rumored that emaciated Hollywood beauties are setting to the business of rounding off angles and putting on a few pounds. Our personal hunch is that the 1900 figure will not return as the smart ideal, but we wouldn't be surprised to see the figure with fuller bust that, after all, modern corset designers have been talking about for some time, become more fashionable. And fuller busts mean more rounded figures generally.

Hair and other ornaments of 1900 vintage - Our Paris scouts have noted several smart Europeans wearing diamond stars and other ornaments in their hair. We also note, here and there, a smart woman brushing her hair up from the back and piling it high on top, which distinctly recalls the early years of the century.



## THE COWBOY INFLUENCE

French designers borrowed their inspiration for these accessories from the American cowboy. While this sort of thing is no doubt done in a more expert and authentic way over here, we show these sketches as a proof of how far-reaching interest in the dude ranch has become. Also, it is news when Paris is influenced by an institution so typically and exclusively American.

### DUDE RANCHES

The popularity of this kind of holiday is growing steadily. While a complete stock of dude ranch clothes would probably be superfluous for the average department store, still it is a wise idea to have some of this merchandise, if only to prove you are abreast of the times. In addition, this type of outfit always makes an amusing and eye-catching window display. Top figure, right, Chanel's printed cotton bandanna. Lower figure, Schiaparelli's sleeveless knitted bolero in red and blue.



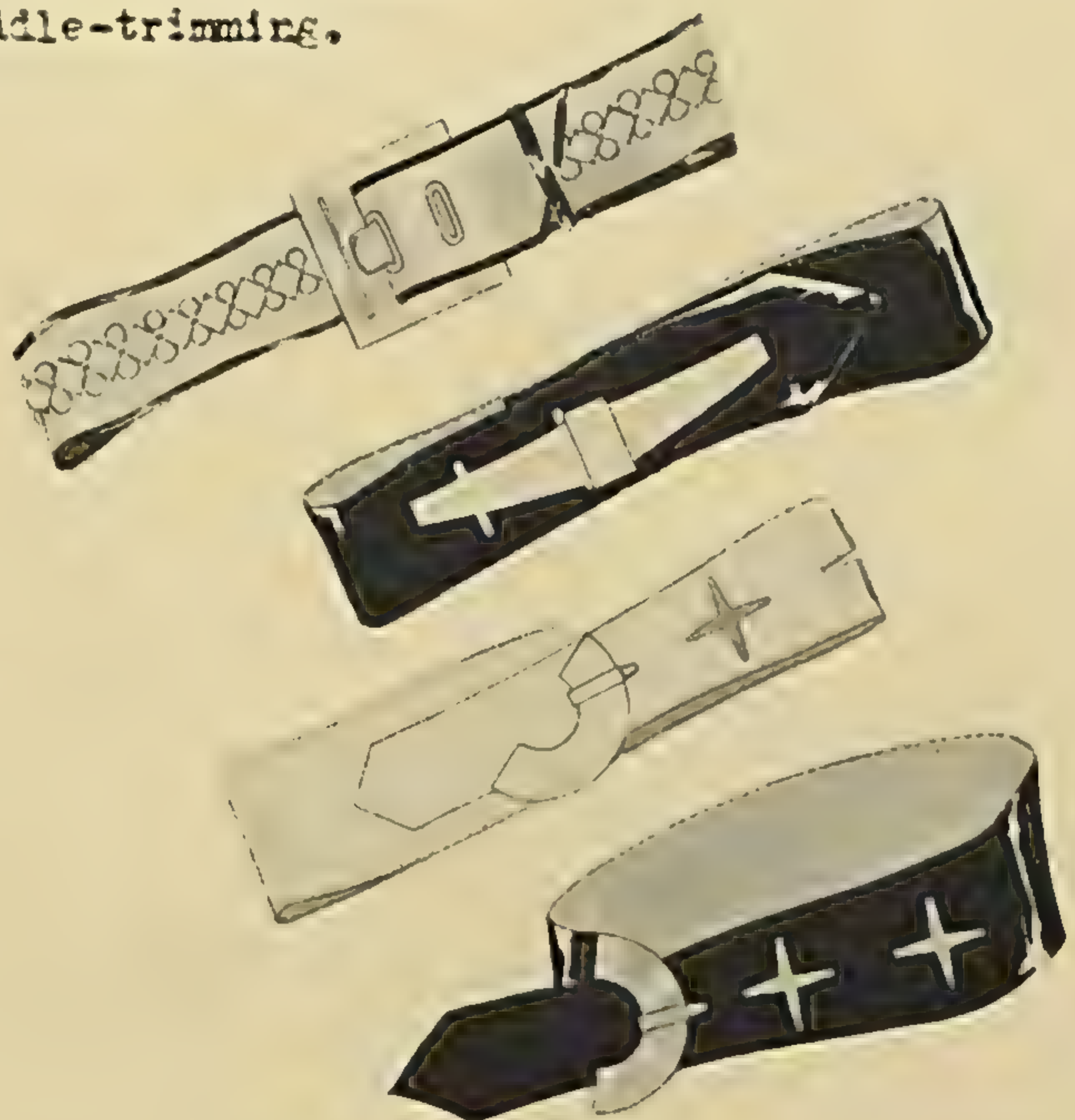
### GLOVES AND JEWELLERY

Top sketch, left, Schiaparelli puts wide patent leather gauntlets on white gloves. Next, Hermes' bracelet of silver nail-heads on blue leather. This is designed to be worn on the outside of the glove, as are so many of the smartest bracelets now. Lower sketch, Chanel thought of these amusing cuff-links of square saddle-trimming.



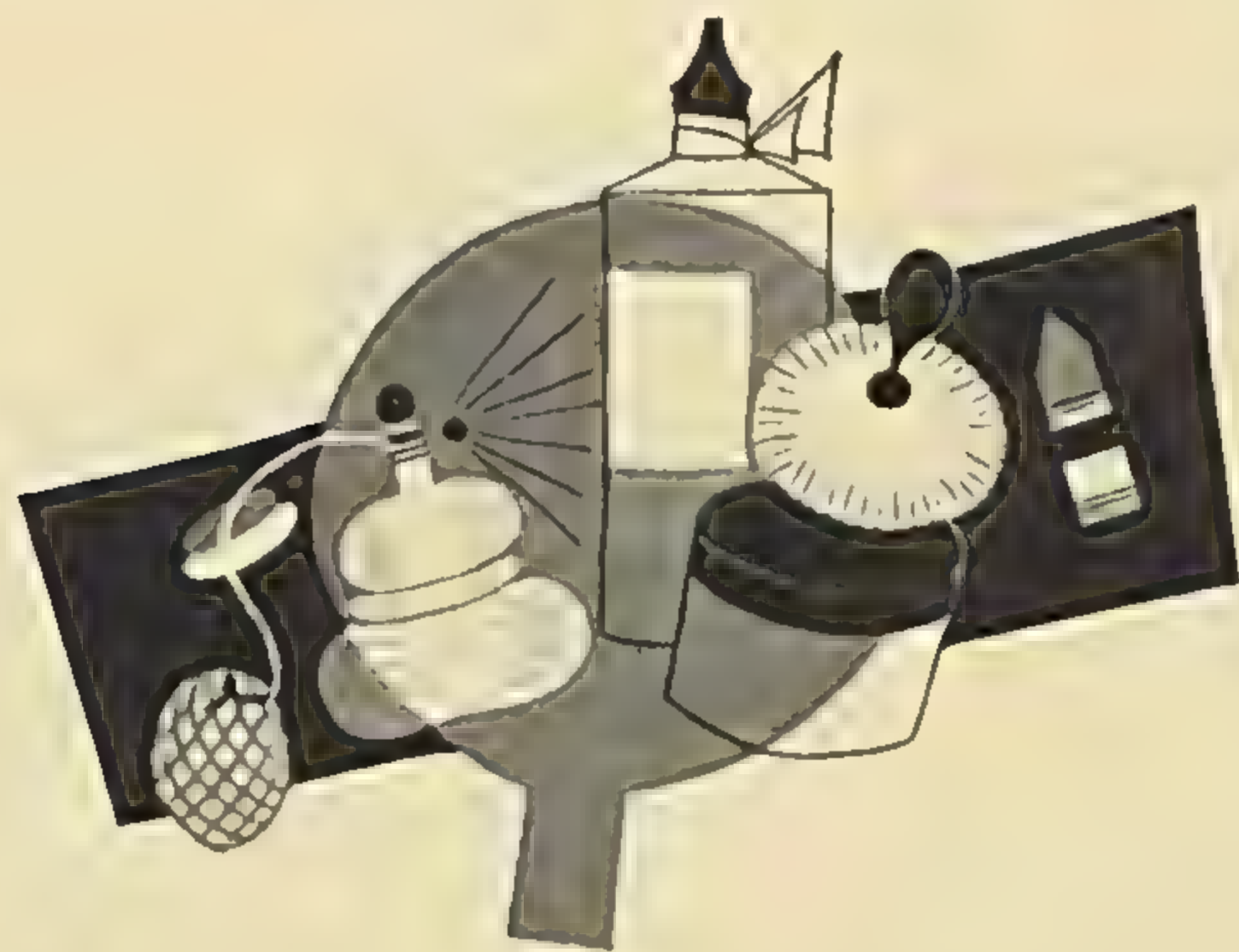
### BELTS

Perhaps the most practical use to which the cowboy motif has been put is in belt designs. Chanel first introduced a studded belt more than a year ago, which was quite a success. The first one shown here, of nail-studded woven raffia with brown leather bindings, is Chanel's summer version of her original belt. Cut-outs shaped like cattle brands are the point of interest in the next three belts of box-calf, all from Schiaparelli. Belts are very important accessories, but it is seldom that any single fashion in them is sufficiently spectacular to merit promotion. Here is an exception.





# PROMOTING BEAUTY FOR PROFITS



## USE HOLLYWOOD TO EXPLOIT COSMETICS

The Hollywood appeal is universal. Several stores throughout the country have discovered this through their promotion of copies of clothes worn in current pictures by various stars.

It seems to us that there is excellent reason to use the Hollywood theme in promoting cosmetics. On page II, new make-up trends that can be traced directly to Hollywood are given. Use large photographs or drawings of the stars responsible for these make-up vogues as illustrations for an advertisement and material for a window. Copy for an advertisement should be a straightforward story about the fads in make-up that Hollywood has started, with each point, of course, directly related to beauty products that can be bought in your store. It would be a good idea, also, to advertise that a make-up expert in the toilet goods department or, better still, in your beauty salon if you have one, will demonstrate how to achieve these various effects.

## AIDS TO BEAUTY OUT-OF-DOORS

This is the logical time to promote all types of cosmetics that will help or prevent the process of sun-tanning, according to each customer's preference. It is also the time to talk about the various lotions and skin preparations that will keep the complexion in good condition despite the out-of-door life that every one leads in summer. A good idea would be to run an ad that looks like a shopping list of beauty preparations that every woman needs for week-ends or longer summer holidays. Illustrate this as a page torn from a note-book, listing in hand-writing the various products you are selling for each need. Be sure to include deodorants and depilatories or other hair-removing devices, since it is difficult to think of ways to promote them and they are a very logical part of this particular scheme. If you have a drug department, this is a good chance to include it by running in first-aid items for severe sunburn, mosquito bites, etc. This can be done in an amusing vein, with these medicinal items jotted down on the shopping list with some such words as "Peroxide—*must* not forget this. With the whole household mad about roller skating and bicycling, cuts and scratches are sure to follow."

## ideas for cosmetic ads and windows

### A FOUNDATION FOR BEAUTY

While you are promoting cosmetics, think also of the corset department. Under some such title as "Beauty Means Figure as Well as Face," run an advertisement on foundation garments alongside of your ad on cosmetics. In the same way, do a window featuring corsets and underwear.

The Hollywood idea can also be carried out in the corset promotion to a certain extent. See page II where mention is made of the possibility that more womanly curves may come into fashion and that Mae West's current popularity may have something to do with it.

### CHECK WITH STUDIOS ON HOLLYWOOD PLANS

Advertising managers are cautioned to clear with each motion picture company concerned, on promotions planned around any actress. All of them will probably be glad to have the publicity, but, should some not like it, they could make a rather disagreeable situation. A letter to the publicity director of each studio is a necessary precaution.

### MAIL OUT FOLDERS OF VOGUE'S BEAUTY PAGES

The colour photograph shown on pages 32 and 33 has been reproduced in a 4-page folder with the current Vogue cover on the outside. Our idea in making up this folder was to enable those of you who want to do so to mail them out to your customers with a note, saying that all these new products shown by Vogue can be obtained in your shop. As you will notice, the cosmetics illustrated are all standard quality products that are very likely now on your shelves. So the merchandising problem is a simple one.

This offers an excellent opportunity for the exploitation of your toilet goods department. Only a limited quantity of these folders are available. Write to Vogue Editorial Service Bureau, 420 Lexington Avenue, New York City, for information as to how to obtain them.

### COPY VOGUE BEAUTY PAGES IN YOUR WINDOWS

Display managers are invited to reproduce in windows featuring cosmetics the colour photograph on pages 32 and 33. In extending permission to stores to duplicate these pages, the one stipulation is that only the exact merchandise shown in Vogue be exhibited; also, the window card must give credit to the July 1st Vogue. A copy of the issue opened to these pages would make an effective tie-up. It would be appreciated if those stores who arrange such a window would send a photograph of it to the Vogue Editorial Service Bureau, 420 Lexington Ave., New York.





## EVENING JACKETS SILLY—WRAPS SIMPLE

Any fabric, it seems, can be used for evening jackets nowadays. Witness Patou's flannel jackets, one of which is shown on page 29 of this issue. More and more this sort of wrap has departed from conventional materials and lines to any informal type that pleases the individual wearer.

Evening coats, on the contrary, show a trend back to simple, classic lines, as illustrated by the two models pictured here. There is another very interesting point about these coats, which is that they show the first sign of a really satisfactory answer to the old problem of what to wear with a late afternoon or cinema dress. Coats similar to these, in satin or velvet, and cut very slightly more on day lines, would seem an excellent solution.

**1. EMBROIDERED SATIN BOLERO.** This Schiaparelli model has been seen in several different colours, at smart Paris night clubs. Shown over a white crêpe dress with taffeta sweepers hem.

**2. CHANEL'S MINARET CAPE.** This amusing little cape consists of four upstanding tucks in a minaret effect. It is shown here in gold lamé, but is also frequently seen made of ribbon, in which it is equally effective.

**3. SCOTCH PLAID** invades the evening field. This brief crêpon bolero that ties at the neck is very popular. Again, Schiaparelli puts a taffeta sweeper at the hem of this slim white crêpon dress.

**4. LONG, SIMPLE LINES** characterize this brown velvet seven-eighths coat worn over a brown dress. The sleeve detail is especially good because it is flat. This and the coat shown in sketch 5 are types that could well be developed for formal afternoon and informal evening.

**5. THE SLIM SILHOUETTE.** Slate-blue satin coat with a white satin collar. The chiffon dress, printed with field flowers, has a train. This is a Louiseboulanger ensemble worn by Mme. Pierre Champin.





# Tips to Designers

These jewellery and shoe sketches are shown to point out to designers these important trends: — the return of pearls and of hair ornaments; the distinct feeling for jewellery that serves a purpose; the wearing of very formal jewellery with evening gowns of the most informal fabrics; the new interest in straps on evening shoes.



Jewellery that can be used to fulfill a definite function, instead of merely serving as an ornament, has become increasingly popular. An ingenious jewelled collar holds up the neck of this backless white satin dress.



Grey pearls are an idea for autumn. A beautiful set of large grey pearls, consisting of several bracelets and a brooch, is worn by Mrs. Gould with a blue satin dress. The chinchilla capelet is also evidence of the interest in grey.



Hair ornaments show every sign of attaining popular favour. In this sketch a diamond brooch holds the hair over one ear. Notice the length of the flatly mounted diamond necklace. The Chanel dress is white linen embroidered in black.



The popularity of T-straps may be responsible for other strap effects. These two sandals feature very thin straps in conjunction with the boldly cut-out vamps. Although the uncovered toe had disappeared for a time, it is now back in favour.



# Fashion Points

—yours for the asking

\*Vogue says: "Everyone has a washable wardrobe."

\*Vogue says: "Keep your hands a pure and lovely sight."

\*Vogue says: "The new leg make-up makes your legs look like alabaster."

\*Vogue says: "Your eyelids and brows should be shiny."

The four quotations above, marked with stars, have been reproduced on attractive "Vogue says" display cards, suitable for either window or departmental displays. Stores desiring these cards may have them on request without charge. Address a note or post card to Vogue Editorial Service Bureau, 420 Lexington Ave., New York.

## Fashion points that may be quoted in advertisements

### For every buyer:

Vogue says: "There's nothing more destructive to personal depression than buying clothes."

### For the evening dress buyer:

Vogue says: "Tight down to the knees—then a burst of swishing, swirling ruffles—it's the seductive silhouette."

Vogue says: "Ruffles remind you of demure küss die Hand maidens."

### For the sportswear buyer:

Vogue says: "Many of the younger set prefer to wear white shorts for tennis."

### For the millinery buyer:

Vogue says: "Blue and pink panamas are news."

Vogue says: "Late in the afternoon, everyone on both sides of the Atlantic seems to fly into wide-brimmed hats."

### For the glove buyer:

Vogue says: "It is chic to wear gloves right through the summer."

Vogue says: "Gloves look oddly smart with pyjamas."

### For the blouse buyer:

Vogue says: "Pink organdie blouses are as smart and as cool-looking as strawberry ice-cream sodas."

### For the toilet goods buyer and beauty salon:

Vogue says: "From Paris, we hear that it is chic to have mahogany coloured nails."

Vogue says: "Eye-shadows mixed with gold or silver give a lovely sheen to the lids."

Vogue says: "In Paris, smart women use pure gold and pure silver eyeshadow—very mysterious."

Vogue says: "Part of the "Luminous Make-Up" depends on the glitter of the lips, and this may be given with a greasy lipstick."

### For the fabric buyer:

Vogue says: "The shrinkage worry has been gloriously solved by the Sanforizing, pre-shrinking process."

Vogue says: "Satin has sprung to the top of fashion."

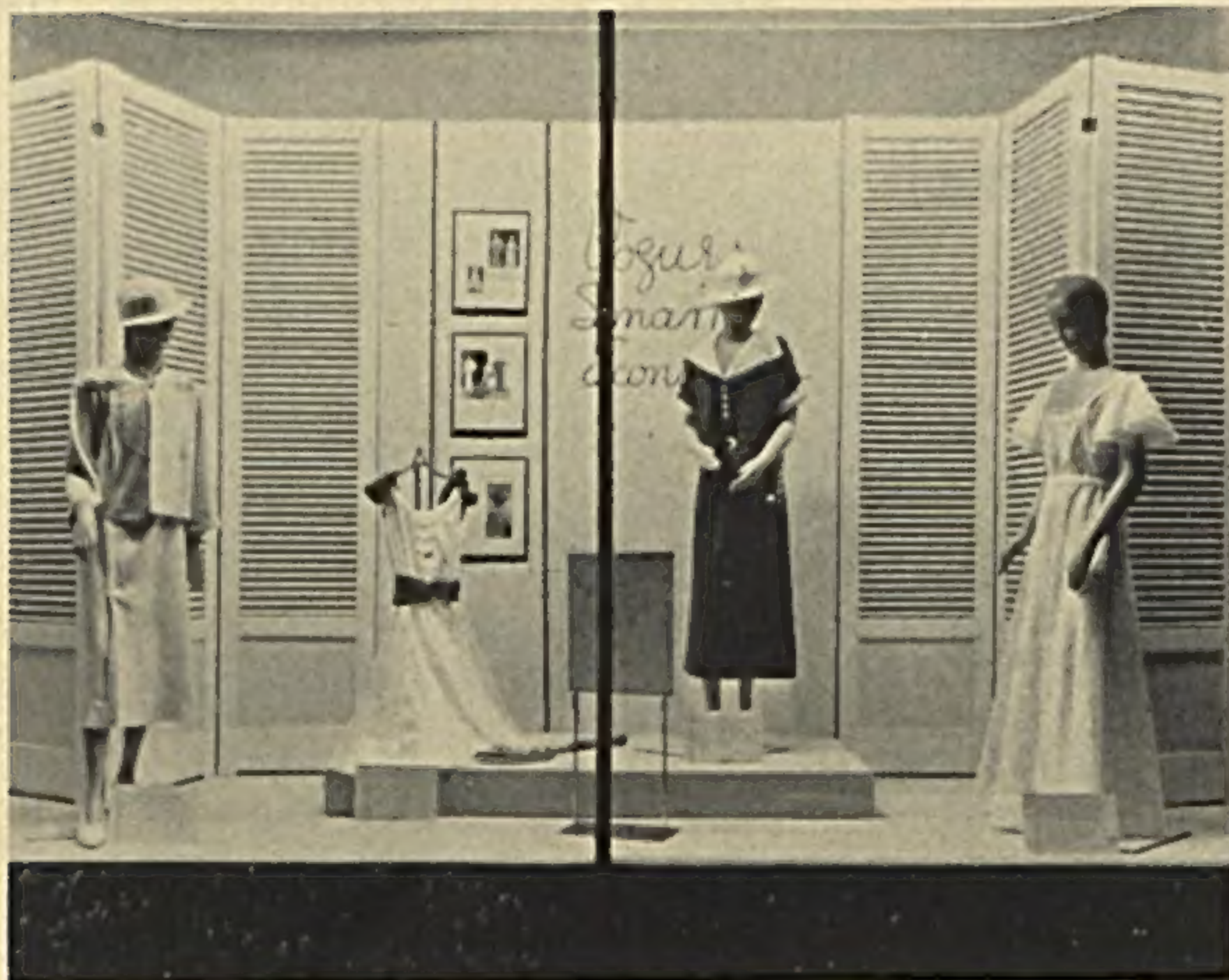
### For the bag buyer:

Vogue says: "Bags with white and coloured slip covers will help, in case emptying your bag and changing to another is one of life's little irritations."

It is important to note that only the quotations given on this page may be quoted by stores. Without specific written authority from Vogue's Editorial Service Bureau, no store may select its own quotations from the magazine for advertising purposes. The entire contents of Vogue, including Fashion Points, are copyrighted, 1933, by the Condé Nast Publications, Inc.



## IS YOUR SHOP LISTED IN VOGUE'S PORTFOLIO?



BAMBERGER SHOWS A VOGUE PORTFOLIO WINDOW

This is what one shop thinks about Vogue's Portfolio of Smart Economies. We quote a letter from one of the leading specialty shops in Philadelphia:

"I want to take this opportunity to tell you how pleased we are with the selections that you have been making in your department. We have had no difficulty disposing of any of your numbers and have already re-ordered as many as twenty of an individual number. When you realize that our shop usually carries only one of a number, we consider this a pretty good record. We would like very much to tie up Vogue Smart Economies in some of our advertising for fall and if you can give us any suggestions we will appreciate it considerably."

Write for information as to how your store can join those listed in Vogue as sources for Portfolio clothes.

## RÉSUMÉ OF THE CONTENTS OF THIS ISSUE

**Evening clothes.** Page 25. Augustabernard's new difficult-to-copy silhouette.

Page 29. A monotone ensemble—even the gloves match. Patou makes smart evening jackets of flannel.

Pages 42-43. The newest silhouettes are ruffled.

Page 52. A bold print worn by Adrienne Ames.

**Sportswear.** Pages 30-31. Snaps of active sports clothes worn by smart New York women.

Pages 38-39. Tennis dresses and bathing suits displayed on amusing miniature mannequins.

**Toilet Goods.** Pages 32-33. A fascinating array of cosmetics.

Pages 44-45. Tips on the newest beauty trends.

Page 46. A perfect setting to achieve beauty.

**Dresses.** Page 24. A day version of the flattering new Augustabernard silhouette.

Pages 36-37. Proof that one's entire wardrobe this summer can be washable.

Pages 40-41. New cottons.

**Millinery.** Page 35. Large brimmed summer hats.

Page 40. Maria Guy's exciting coloured panamas.

**Accessories.** Pages 34-35. Boivin's new wooden bracelet. Two of this year's giant bags.

**Suits.** Suits to wear to the World's Fair.

## TRADE EDITION—A SPECIAL SECTION FOR MERCHANTS

Retailers, manufacturers, and advertising executives are entitled to receive the Trade Edition of Vogue if their subscriptions are placed direct with the publisher—not through any agent or agency.

Trade subscribers are also invited to consult us either in person or by letter, on questions of fashion, merchandising and promotion. For information on any trade question write to Vogue Editorial Service Bureau, 420 Lexington Ave., New York.

The purpose of the Trade Edition of Vogue is to summarize all the information contained in the magazine in brief and practical terms.

It also anticipates, with advance news and illustrations, trends that will affect the merchandising of future fashions.

**JULY 1, 1933**



SPEAKING OF SEA-GOING TOWELS—

# 9 women in 10 need Big-whites and Small-brights

## AND IF YOU'RE THE ONE-IN-TEN

—here's your seek-no-further, a colorful new beach cape both big and bright . . . remarkably adept, as a worker and as a charmer . . . price, \$1.50 to \$2.25. You'll find at least one like this almost essential—does you good six different ways.



TAKE some Big Whites, because on summer's holiday, a towel's work is never done. (*Race you to the float! . . . Let's just sun on the sand . . . We're planning a picnic out at The Point . . . Wait, I'll spread a towel over the back seat.*) Even a rest-cure is full of action. And every move you make calls for towels. Big, thick, strong, heavy-duty towels and plenty of them!

Take Small Brights, too, for costume accent, spiff and soul satisfaction generally. Notice! The clear colors of Cannon towels are distinctly becoming—(*we planned that*). Their bold, wise designs help a lot. And they're willing workers: treat them rough, if you like, and they stay as fresh and alert as ever—forever almost.

So check your summer towel supply before you get ready to pack. Order your fill-ins now while prices are still so low. Would you believe it, the Big Whites shown cost from 29 to 75 cents only! And the Small Brights—29 to 59 cents. . . . Better buy yourself a kit-full of both kinds, *immediat*. You'll always be glad. . . . Cannon Mills, Inc., 70 Worth Street, New York City.

# Cannon Towels

P. S. CANNON SHEETS have as many fine points as Cannon towels. They are made of selected, strong, swan-white cotton—beautifully finished. There's a better-buy Cannon sheet in every price class, for every bed. Find the Cannon label. It always means more-for-the-money.



"YOU'RE A PERFECT HOST, HUGH \_\_\_\_\_  
EVERYTHING FROM CAVIAR TO CAMELS"



**Camels are made from finer, MORE EXPENSIVE  
tobaccos than any other popular brand**

Some people are not able to differentiate between fine Russian caviar and the coarser, more usual variety from Astrakhan. Others do instantly. Just as their experienced taste tells them immediately the difference between raw, inferior tobaccos and naturally mild, choice tobaccos. They smoke Camels.

Leaf tobacco for cigarettes can be bought from 5¢ a pound to \$1.00, but Camel pays the millions more that insure your enjoyment...Smoke a Camel...your taste will appreciate the fragrance and flavor of its costlier tobaccos.

*Sports watch by Cartier • Flavor and mildness by Camel.*

